

# *The American* **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



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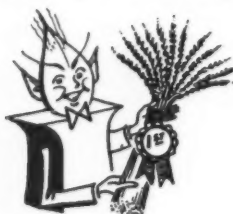
MAY, 1952

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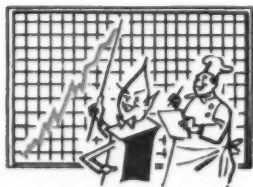


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Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.

FROM THE  
NORTHWESTERN  
MILLER OF  
MARCH 4, 1952

## Crete Mills Plans Study of X-Ray Use in Grain Selection

CRETE, NEB.—One of the new X-ray machines for detecting hidden insect infestation in grain was installed last week in the milling plant of the Crete Mills, B. L. Johnson, president of the company, revealed. The milling firm purchased the machine to study its application to the problem of grain selection, Mr. Johnson said, and after sufficient experience has been gained in its use, it will be employed in making milling wheat selection for the company's flour mill.

The machine is one of four manufactured by the General Electric Co. as a result of research done at Kansas State College which showed a practical application of X-ray to examination of internally infested wheat. The Crete firm became interested in the Kansas State experiments and Dr. R. K. Johnson, a practicing physician who is a member of the family which owns the milling company, worked out a number of suggestions for development of the X-ray operation.

The X-ray machine specifically designed by the General Electric Co. for use in connection with grain inspection is 22 in. square by 30 in. tall and operates on 110-volt alternating current. The Crete Mills has built a special dark room for the machine, which will be operated by the products control department under Donald Dubois.

Each film on the machine will accommodate two wheat samples in its 14x17-in. size. It is protected against leakage and the current is controlled by a safety switch which prevents the flow of current to the X-ray tube until the machine is closed.

—BREAD IS THE STAFF OF LIFE—



**WHEAT PICTURES**—Three steps in the use of the X-ray technique for detecting interior weevil damage to wheat are shown in this series of pictures of Donald Dubois, chief chemist for the Crete (Neb.) Mills. At the left, Mr. Dubois is shown at the controls of the X-ray machine. The grain sample is on a tray just under the lid of the machine. The X-ray film is held in a holder on the inside of the lid. In the center picture, the films are going into the developing tank. The film cassette is shown in the

background. In the picture at the right, Mr. Dubois is shown at the viewer, on which a developed film has been placed. Damaged kernels are revealed clearly. The X-ray apparatus is made particularly for this work by the General Electric Co. and is housed in a special darkroom built at the mill. X-raying for insect damage was initiated by Dr. Max Milner of Kansas State College, and the Crete Mills organization helped with others in the development of the new X-ray machine.

# Again

## CRETE MILLS STEPS AHEAD

### SCIENCE TAKES NEW ROLE IN CLEAN WHEAT SELECTION

**T**HE miller's great problem in avoiding weevil contamination is hidden infestation inside apparently sound wheat berries. Now science offers a new tool—the X-Ray—to reveal this interior wheat damage. We at Crete Mills are determined to produce bakery flours that are tops in cleanliness as well as in baking quality. That's why we are now working with this new X-Ray technique in wheat selection. We don't have all the answers to its use as yet. It will take some time to perfect the operation of this new system. But it is a step forward in keeping Crete Mills Bakery Flours always at the pinnacle of quality.

**BEN JOHNSON, President, Crete Mills**

## —VICTOR FLOURS—

**VICTOR BAKERS SPECIAL • FLUFFYDOWN  
EIDERDOWN • CHAMPION BAKERS  
DOWNLIGHT**

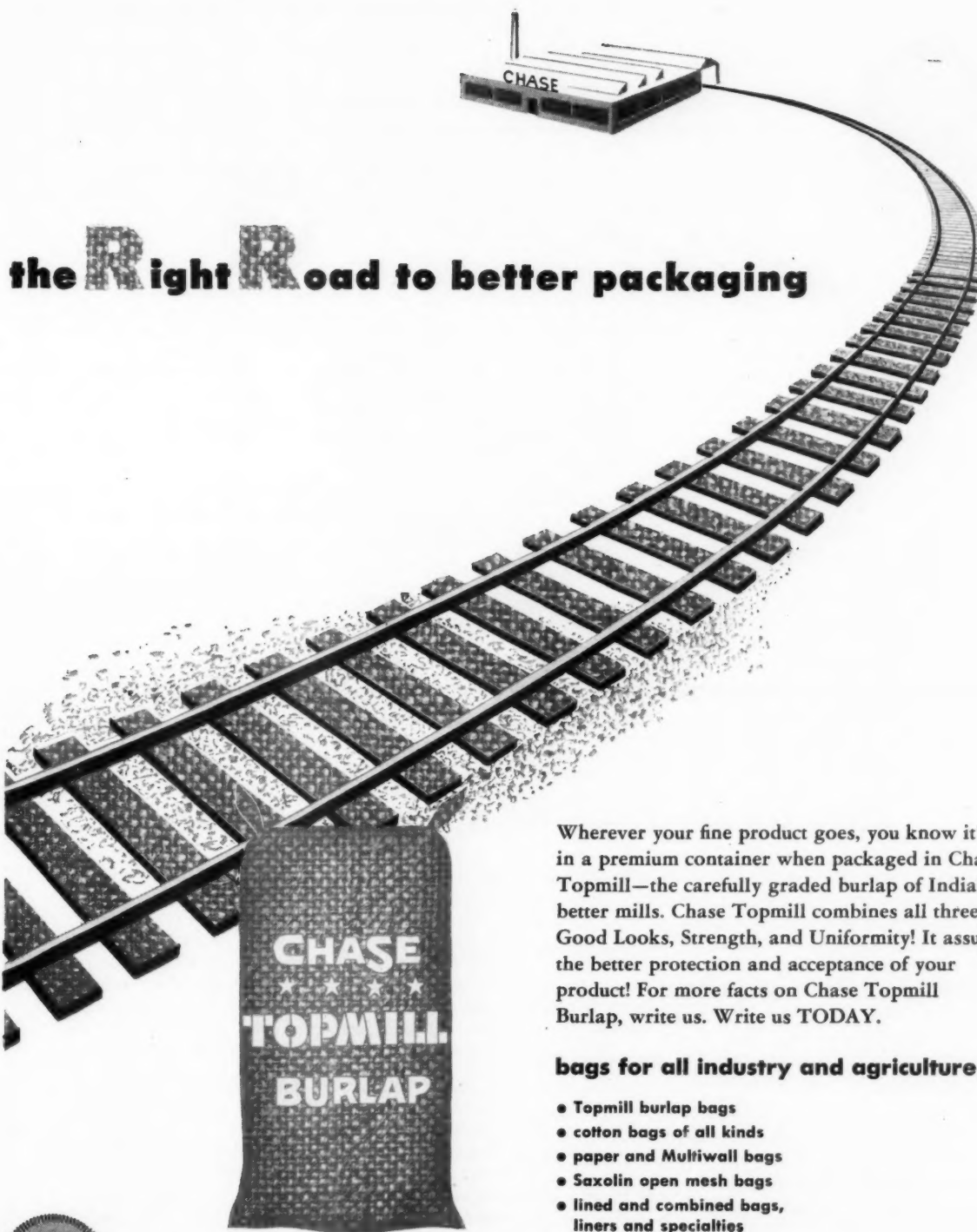
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# BILL STERN TELLS ANOTHER SPORTS STORY



## the pitch that cost the pennant

• Nowadays when a big league pitcher wins 20 games in a season, he is hailed as one of the very best. If he wins 25 games in one season, it becomes a fantastic feat of superhuman hurling. But did you ever hear of Happy Jack Chesbro? Once he pitched for the old New York Highlanders, now far better known as the Yankees. Big Jack Chesbro was their star pitcher and in the season of 1904 he starred in a baseball drama that will never fade from memory.

Grimly determined to win the pennant that season, the New York club called upon its star pitcher again and again. He won ten games. He won twenty, twenty-five, thirty games that season but he still wasn't finished with glory. He went on to win 35 games—36—37—40 and he still continued winning.

He won his forty-first game and then came the

final day and final game. Jack Chesbro walked out to the mound to pitch for his forty-second victory. And as Fate would have it—a pennant hung in the balance. But on the final play, in the last inning of that game, played on the last day, in the last game of that season, Jack Chesbro who had won the amazing total of 41 games that season, made just one "wild" pitch that not only lost that ball game, but also lost the pennant!

All of which only goes to prove that it takes just one slip when the chips are down to ruin a perfect job. This is true in *baking* as well as baseball. That's why wise bakers everywhere rely on Commander-Larabee flours. They know that expert grain selection, precision milling methods and the latest in modern laboratory facilities assure *unfailing uniformity . . . in any season!* See for yourself . . . when performance counts, count on a Commander-Larabee flour!



WHEN PERFORMANCE COUNTS . . .

## Commander-Larabee Milling Co.

GENERAL OFFICES: MINNEAPOLIS • 2 • MINNESOTA



# Editorial . . .

## Promoting Our Industry

THROUGHOUT the summer months, traditionally "slow" months for the baking industry, a series of high-powered promotions will play a considerable part in raising the sales level for bakers generally, if only the entire industry will cooperate to their full ability.

"July Is Picnic Month"—the Bakers of America Program has lined up tie-ins with every one of the items that make up the picnic lunch, so that when a grocer sells pickles and boiled ham there will be plenty of bread to go with them. Walter H. Hopkins, director of the program, said in his original announcement that it is pretty difficult to plan a picnic which does not include a baker's product—bread, rolls, cake, pie, doughnuts, sweet rolls or other products. He predicted support of the promotion by the producers of meat, cheese, spreads, pickles, potato chips, milk, coffee, tea, carbonated and other beverages, paper cups and all the other accessories that make the preparing of the picnic lunch a simpler task.

All credit should go to the Bakers of America Program staff and other industry executives who are master-minding this promotion, and who have already lined up major support from all these allied industries. Their work deserves the complete cooperation of the baker, who after all is the only one that will receive direct benefits from the promotion of July as National Picnic Month—those benefits will show up in black ink on the ledger.

The bakers promotional group has hit on a merchandising natural, with newspapers and other such media recognizing the wholesale appeal of the picnic. One newspaper is planning a 16-page special section on picnics—it is this type of opportunity the industry is looking for. If the individual baker hears of such a plan for his area, he should make every effort to supply the Bakers of America promotional material to the newspaper—they will be glad to get it.

"August Is Sandwich Time!"—The second of the national promotions featuring the products of the baking industry. Through the cooperation of the baking industry with milling and restaurant groups, more than 60 leading names in the food field have announced they will cooperate in plugging restaurant sales of all the million-and-one variations of the sandwich that have made it America's favorite luncheon item.

The promotion is potentially one of the most popular set up on an annual basis. If the baker will only work with his local restaurant operators in promoting August as Sandwich Month, he is certain to profit by increased volume.

One of the baking industry's surest paths to increased profit and greater demand for baked foods of all kinds is through cooperative effort with those allied industries which present bakery products to their customers. Whether it be via the grocery rack or the restaurant menu, the baking industry should go the limit in making it as easy for these groups to feature baked foods.

The system of free enterprise, the desire for independence and a profit through one's own labor built the baking industry, as they did so many other industries.

It is possible that in the future a lack of imagination and a carelessness in holding to those original principles can lose a business much faster than it was built.

One of the largest allied firms is presenting to the American consumer a new pie made with ice cream and gelatine, two of those cool, handy products that have driven so deeply into the baking industry's summer production. Here is an opportunity for the industry to make profits while the sun shines.

There will be many who will rail at these companies for not considering the small baker in his fight to keep the housewife out of the kitchen. However, it is necessary that the baker recognize

a trend as he remembers that the ambitious homemaker will always think her culinary skill is just a little bit better than any commercial ability—Instead of grouching while he bakes heavy two-crust fruit pies in July, there will be many a retail baker who will set up a display of ice cream, gelatine and frozen fruit to help the housewife make her cool, summery pie at home—and not at all accidentally to sell her a package of flaky, already-baked pie shells fresh from his oven.

Many times in the last few years, with the increasing use of multi-colored full pages in all the women's magazines to sell not only competing products, but new ways of using baked products, the baker has been urged to capitalize on this trend. He may do it by preparing a display of a cake intended to be made at home alongside his own effort—which if care is taken will be much handsomer than the average housewife's efforts. He may do it by charts showing factually how little she saves baking a cake in her own oven. He may do it by another chart, showing how the baker uses the same high-quality ingredients the housewife herself would use.

The baker can compete on this level, but all too often he doesn't. If each new development in baking is taken as a challenge, if merchandising and production techniques are revised or developed to capitalize on advertising someone else pays for, he will not have to worry about dipping into his salary to pay for next month's overhead.

*The federal personal income tax was adopted in 1913, with rates ranging from 1 to 7%. Today rates range from 22.2 to 92%. The corporation tax, when adopted in 1909, amounted to 1%. Today it averages 60% of the corporations' earnings. The total tax burden—direct and hidden; federal, state and local—now is approaching 35% for the average American. Those in the \$2,000 to \$3,000 income group pay almost 30% of their incomes.*

### The Glamour in Bread

GLAMOUR is not the thing most people look for first in a loaf of bread. A good many probably do not look for it at all—or find it. But, since bread is nearly all things to nearly all men, glamour must be among its aspects—perhaps among the most priceless of its ingredients. Dorothy E. Shank, editor of the foods and nutrition section of What's New in Home Economics, a magazine designed for home economics teachers, assures us that this is the case. She says:

"Students are often unaware of the glamorous role bread may play in meal planning. Yet know-how with breads can make for more interesting meals at any income level. This makes it good teaching to stress breads for menu interest as well as for economy, moneywise and nutritionwise. . . . The right bread can add a touch of glamour to an otherwise ordinary meal."

The magazine editor is not taking a crackpot fling at some particular kind of bread when she uses the word "right." Her meaning is that the bread must be appropriate—chosen with care and used with imagination.

A sensation of relief that is almost painful in intensity must come from such an article to those whose lives and fortunes are closely bound to the processing of bread and the things that go into it. Altogether too many writings are concerned, either through special interest or prejudice, with the faults—real or imagined—of the commercial loaf. This article deals with the good things in bread—in fact, sees something that can be found there only if the mind and heart of the user seek for it.



**BAKERY PRICE ORDER:** The baking industry price order, which had been in the Office of Price Stabilization mill for a year, was signed during April. It provides that bakers of bread, rolls, and sweet goods may take a cost adjustment factor of 1.16 over the highest price they charged in 1949. Details of the order and a special report on how to live with it appear in this issue.

Details on page 10

**EXCLUSIVE SURVEY:** Following the signing of the new price order the price of bread was boosted 1¢ on a 1-lb. loaf in many U.S. cities, according to an exclusive survey conducted by The American Baker. However, consumer resistance, competition and lowered sales volume are holding back many bakers from applying the new price formula.

Details on page 11

**PICNIC MONTH CAMPAIGN:** The baking industry's campaign, "July Is Picnic Month," promises to be the greatest promotion ever conducted in the food field, according to officials of the Bakers of America Program. Enthusiastic response is reported from associated industries that will boost picnics with tie-in advertising, and materials are available for local bakers to use in local promotions.

Details on page 12

**LAKE MICHIGAN BAKERS:** The untold story was the theme of the annual Lake Michigan States Bakers Conference, held in Chicago during April. Convention delegates were urged to tell the story of the industry, to combat unfavorable publicity and promote the nutritional aspects of baking.

Details on page 13

**FLOUR MARKET:** The wheat and flour market, while easier than a month ago, may be expected to reflect a number of uncertainties in the weeks approaching new crop harvesting, according to George L. Gates, market editor of The American Baker. Crop and price support developments will continue to dominate price movements, along with a number of other conflicting factors.

Details on page 14

**SBA CONVENTION:** A description of services to bakers offered by the American Bakers Assn. and the Bakers of America Program was one of the highlights of the annual convention of the Southern Bakers Assn. in Atlanta.

Details on page 16

**Don't Miss:** A report on frozen baked products by Robert M. Woods, Woods Bakeries, Inc., Evanston, Ill., on page 29; "Proper Oven Conditions for White Bread," by Albert W. Burdett, W. E. Long Co., New York, on page 40.

(Additional Spotlight Comment on Page 22)

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# Baking Industry Gets Its Price Order

## Increase of 16% Over 1949 Prices May Be Taken

By JOHN CIPPERLY

American Baker Washington Correspondent

WASHINGTON—The baking industry order, CPR 135, filed in the Federal Register effective April 10, 1952, allows bakers to increase their prices 16% over 1949 base prices.

However, bakers operating under this order are being allowed until May 10 to file the required reports which are to be made to district offices of the Office of Price Stabilization. The industry had requested that it be given the option of filing reports either to the district or national OPS headquarters here.

CPR 135 is a more-than-10,000 word document under which bakers are supposed to operate. Presumably the best thing for all bakers to do is to read this order from cover to cover and then head into their Office of Price Stabilization district offices for interpretations, for that is where all communications are to be addressed. OPS officials at the working level here say the industry requested that filing of reports and requests for interpretations of the order be sent not lower than regional offices, but this request was overruled since the national headquarters feared it would be in turn swamped by inquiries from the field. These officials say that on the basis of present experience few if any of the district OPS offices are competent to handle the problems which will arise when bakers attempt to put the order into operation.

Briefly, here is what the order provides.

It covers all bakeries except those doing \$100,000 business annually or less. Those lower dollar volume bakers may use the provisions of CPR 135 or continue to price under the GCPR or Supplementary Regulation 80 to GCPR. Other exceptions to the order include cookie and cracker bakers now pricing under CPR 22, retail sales of baked goods when bought for ultimate consumption—such sales are priced under CPR 15-16; Sales of holiday fruit cake.

### 16% Boost Granted from 1949

Bakers of bread and rolls are granted a 1.16 adjustment factor by which they may calculate permitted ceilings by multiplying their highest 1949 selling prices for their three highest dollar volume sales numbers by this 1.16 factor.

Bread and roll bakers may apply this factor to costs to July 31, 1952, but thereafter they are denied the pass-through provisions of the GCPR, which permits processors of agricultural commodities selling below parity to pass on increased prices paid to producers for raw materials.

OPS officials declare that the 1.16 cost adjustment factor is "adequate to cover probable prices for basic ingredients in bread and rolls and maintain margins even if there is some further increase in items such as flour or shortening." This now seems like a reasonably good guess on the part of the price controllers since flour and shortening markets are reflecting bearish tendencies.

Bread and roll bakers are required

to report their adjustments under CPR 135 to OPS district offices by registered mail.

Producers of sweet goods may use the same 1.16 adjustment factors over the same basic period price in 1949 and are not required to make reports to OPS district offices of these adjustments, but they must maintain records for future inspection by OPS. In addition, bakers of sweet goods are allowed to maintain the pass-through provisions of the GCPR in making further adjustments of price ceilings.

The order contains pricing provisions for new items—for adjustment of specific items which are out of line with other goods produced by a baker—in adjusting white pan bread, for example, adjustments made on a basis of comparable competition requires that chain bakers must adjust between chains and maintain ceilings between most closely competitive classes and not jump from one into a more favorable comparison. Chain store bakers of white pan bread pricing new items must make comparative price adjustments with other chain stores selling white pan bread.

Rounding out of adjustments taken under CPR 135 must be made to the nearest fraction of a cent. Weights of a product may be increased or reduced without adjustment of price ceilings, but such adjustment cannot exceed 15% by weight and the resultant price must carry to the full cent, thereby eliminating the rounding off of a fraction of a cent.

In an order as lengthy as the bakery order there is only one real test for the individual baker, and that is a reading of the text of the regulation and the subsequent working out of permissive actions on the basis of the individual bakers' cost.

The full text of the order can be obtained from OPS headquarters as well as some trade associations.

Not covered by the regulation are dry bakery products such as crackers, packaged biscuits, pretzels or cookies baked by a manufacturer of dry bakery products. These items will continue to be priced under the Manufacturers General Ceiling Price Regulation (CPR 22). CPR 22, however, Mr. Arnall said, is being amended to exclude frozen bakery items and cookies produced by the perishable bakery industry from that regulation. The amendment, No. 46 to CPR 22, also becomes effective May 10, 1952, or any earlier date which a baker may select.

Special provisions are made for determining ceilings for items not sold during 1949, for new sellers and for sales to new classes of purchasers.

Provision is made for bakers to increase or decrease the ceiling price of a bakery item so long as they give the consumer the same number of baked ounces per penny as were previously required of them. Such changes are limited to a 15% increase or decrease in weight. The OPS pointed out, however, that many areas have weight standard statutes or ordinances which may prohibit changes in the sizes of loaves of bread. Accordingly, bakers wishing to change sizes are advised to check local or state statutes on this matter.

These pass-throughs are being permitted sweet goods because they contain a wide variety of ingredients which are combined in a wide range of proportions, the agency said.

OPS PUBLIC FORM NO. 136		UNITED STATES GOVERNMENT OFFICE OF PRICE STABILIZATION WASHINGTON 25, D. C.		FORM APPROVED BUDGET BUREAU NO. 94-R 708	
<b>BAKERS CEILING PRICE REPORT ON THREE BEST SELLING BREAD OR BREAD-TYPE ROLL ITEMS</b>					
PURSUANT TO CPR 135					
<b>INSTRUCTIONS</b>					
1. File a separate report for each plant operated by your company.			ulation 135, file with your District OPS office for the three best selling bread or bread-type roll items for which you have calculated ceiling prices under Section 2.1.		
2. If you are a baker in the 48 states of the United States or the District of Columbia and are calculating your ceiling prices under Section 2.1 of Ceiling Price Regulation 135, you need not file if you are exempt under Section 1.1(b).					
NAME OF COMPANY <b>Ajax Baking Co.</b>					
ADDRESS OF COMPANY (No. and Street) (City, Zone, State) <b>2358 Main Street Chicago 4 Illinois</b>					
NAME AND LOCATION OF PLANT (Name) (No. and Street) (City, County, Zone, State) <b>Ajax Baking Co 1200 Market Street Akron Ohio</b>					
INDICATE YOUR LARGEST VOLUME CLASS OF PURCHASER (Such as retail grocers, ultimate consumers, wholesale distributors, etc.) <b>Retail Grocers</b>					
ITEM (List three bread or bread-type roll items accounting for your largest dollar volume of sales during the last fiscal year)	HIGHEST SELLING PRICE 1949	CEILING PRICE UNDER GCPR OR SR 80 TO GCPR	CEILING PRICE UNDER CPR 135		
	PRICE	NET BAKED WEIGHT	PRICE	NET BAKED WEIGHT	PRICE
White Pan Bread (Regular)	\$ .12	16 oz.	\$ .15	16½ oz.	\$ .14
Wheat Bread	.13½	16 oz.	.15	16½ oz.	.16
Rye Bread	.13½	19 oz.	.15	17½ oz.	.16
I certify that the information given in this form is true and correct to the best of my knowledge and belief.					
SIGNATURE OF OWNER OR AUTHORIZED AGENT		TITLE		DATE	
NOTICE - A willfully false statement is a criminal offense.					
OPS-0-OPS 2213					

**FILE ON THIS FORM**—This sample form, reproduced from the OPS Trade Guide, shows bakers how to fill out Form No. 136 for submission to the OPS. The three bread or bread-type roll items accounting for the largest dollar volume of sales during the last fiscal year should be entered.

## How to Live with CPR 135

Since the publication of a permanent pricing regulation for the baking industry, Ceiling Price Regulation 135, bakers have been supplied with copies of the order by their trade associations and have had the most perplexing problems occasioned by the order explained to them during

spring conventions of their associations.

The Office of Price Stabilization, realizing that the full order is an unwieldy article, has developed a Trade Guide to explain the workings of the control order, and make it easier for the individual baker to chart a safe course through the regulatory seas. Several of the sections in this Trade Guide are reproduced below, so that the baker may govern his pricing policies by the examples given.

In most cases, some measure of price relief is granted by CPR 135. In borderline cases, the OPS is developing a formula and procedure which will help bakers still caught in a price squeeze to alleviate the difficulty.

The complete texts of both the CPR 135 and its accompanying trade guide, which carries the designation, OPS-TG-47 to CPR 135, are available from district offices of the Office of Price Stabilization.

—BREAD IS THE STAFF OF LIFE—

### ROBERT GAIR EXPANDS

NEW YORK — George E. Dyke, president of Robert Gair Co., Inc., has announced the acquisition of the American Coating Mills division of Owens-Illinois Glass Co. Net sales of this division in 1951 exceeded \$20 million.

## Maurice M. Jackson Heads ABA Group

CHICAGO — Maurice M. Jackson, president of Deppe-Vienna Bakery, Inc., Chicago, has been appointed chairman of a committee to review the by-laws of the American Bakers Assn., Curtiss H. Scott, Grocers Baking Co., Louisville, ABA chairman, has announced.

Other members of the committee are: C. J. Burny, president of Burny Bros., Inc., Chicago, and Lewis G. Graeves, president and general manager of Charles Schneider Baking Co., Washington, D.C.

The committee will submit a report and make recommendations for any necessary changes in the present by-laws at the annual convention of the ABA to be held Oct. 18-22 at the Hotel Sherman, Chicago.



## An American Baker Special Survey

# Bread Prices Boosted 1c in Most Markets

Bakers throughout the country are taking advantage of the recent ruling of the Office of Price Stabilization which allows an increase of approximately 16% over base 1949 prices.

However, the move is not by any means general, and the fear of increased consumer resistance, competitive pressure and lowered volume is holding back many operators who feel an increase is justified, according to a special survey conducted by The Northwestern Miller.

Representative operators in all segments of the baking industry were asked several questions recently in this survey. Since the deadline for action is governed by the date when new price information must be in OPS hands, May 10, some areas have not acted.

In the following reports, most bakers gave their answers to these questions:

(1) What is the old and new retail price of your pound loaf of white bread? 1½ lb?

(2) What is the old and new wholesale price of your pound loaf? 1½ lb?

(3) Have you, as a baker, noticed any pricing policies of competition which would tend to keep you from increasing your baked goods to the limit allowed by the Office of Price Stabilization?

(4) Would you refrain from increasing prices because of:

Expected consumer resistance?

Pressure from competition?

Making sufficient profit at present prices?

(5) Do these feelings regarding white bread also apply to sweet goods, rolls and other specialty items?

(6) Are you satisfied with the increase approved by OPS?

### New York

The price of the standard 1 lb. loaf of white bread in the New York metropolitan area has been advanced from 15¢ to 16¢ to the distributor by the wholesaler and from 18¢ to 19¢ to the consumer.

A glance at the statements of large baking companies for the first quarter of 1952 shows the need for this as earnings show the distress of the industry. The advance will be a great relief but will not be adequate in many channels.

There has been no resistance in this area by consumers in grocery, bakery or house-to-house channels and the increase went through as a normal part of general increased living costs—in many cases, apparently, actually unnoticed by the housewife and without press or other publicity. A later news release by grocers of dissatisfaction with their profit brought publicity from chain stores stressing that their prices had not been advanced. This pressure is not expected to influence wholesale bakers since the price advance was so long overdue, and also since housewives buying in chain stores are generally considered more price conscious than those buying from house-to-house bakers, grocers, or small retailers.

No announcements of advances in sweet goods prices have been made. House-to-house bakers report that these have met with resistance in the past and any changes will be made on individual items and not on a general

industry basis and will doubtless be absorbed unobtrusively.

In the specialty dark breads field, some adjustment in weight has been necessary (about 1 oz. per unit of weight) in order to take advantage of the increase of 1¢ a unit of 15 oz. or 1 lb. Some of the smaller wholesalers have not yet made the adjustment but there has seemed no consumer resistance to the change. There has been no movement yet in the restaurant field but it is expected that a change will be made soon.

### Pittsburgh

Several large wholesale bakeries have not increased their prices over the raise in bread prices made early this year, but they might decide on an increase later. Wholesale prices for the 1-lb. loaf averaged 14¢ in 1951, 15¢ in January, 1952, and are now at 18¢ retail.

The wholesalers expect consumer resistance and pressure from competition, saying they would refrain from increasing prices because of expected consumer resistance and pressure from competition. They are satisfied with the OPS increase, several adding, "at present."

One large wholesaler stated that the chain stores sell their bread at retail "around the figure that the wholesale bakers sell at wholesale." These chain store prices vary—one large chain sells 20-oz. loaf for 16¢ and another sells an 18-oz. loaf for 15¢, the former price of the 16¢ 20-oz. loaf having been 15½¢ at retail. No chain store operator here expects buyer resistance and none are worried about competition.

Independents usually make a 20-oz. loaf that sells at 20¢ and have refrained from any markups at present until they make more inquiry as to the status of their present prices and whether they are not already up to limit prices. Several stated it would be easy to price themselves out of business.

### Miami

The retail price of 1-lb. loaves sold by bakers in the Miami area remains at 16¢ retail; 14¢ wholesale. This price was generally adopted some months ago and will be held for the present at least. This applies to independent and chain bakeries. Chain grocery stores operating their own bakery have a price of 10, 11 or 12¢ retail on the 1-lb. loaf. This price competition is quite noticeable but even with the lower price of the chain grocery product, sales continue to be good in the 16¢ loaf offered by the side of the cheaper product. The independent bakeries do considerable advertising, by billboard, newspaper, radio and television, and "the housewife is familiar with the trade name and will pay the higher price for a known commodity rather than risk taking home a loaf of inferior bread." However, the lower price must be taken into consideration when determining any change in pricing. This competition must be remembered when a change is contemplated. Increased advertising may be the answer to customer resistance. This pressure from the grocery store baker has to be given consideration, they say.

Most of the bakers contacted are

certain that there is not sufficient profit in the bread business at this time; what with wage increases, higher cost of ingredients and more overhead, profits have been reduced. Current price per loaf should be enough to insure a better profit than prevails at the present time.

### Chicago

On invitation of the Office of Price Stabilization, most Chicago wholesale bakers took about a 1¢ advance in price on their bread near the end of April, regardless of the size of the loaf.

Chain stores also fell in line with a 1¢ advance on their bread, although retail bakers are lagging. Most retailers still are undecided on their course of action, although it is agreed that a price advance for most of them of around 1¢ would be obtained by taking advantage of the new OPS bakery regulation.

The wholesale price of wholesale bakers' bread for the 1-lb. loaf of white bread now averages around 15½¢ in the Chicago area, and is made to sell for around 18¢. The chain store 1-lb. loaf, such as is sold by A & P, Kroger and others, sells over the counter at about 13¢ after the 1¢ advance. In one case the 1-lb. loaf of white sells for 14¢. Retail bakers are averaging around 17@19¢ as a selling price on their 1-lb. loaf, if they have taken the authorized increase, and the 1½-lb. loaf is selling at 26@27¢.

Wholesalers say the price increase was deserved, and that still higher prices are needed to help the baker escape the squeeze produced by rising costs and decreased volume. Many wholesalers are not sure they would take another price jump if granted, however, saying that the situation would depend largely on what the competition would do. Few bakers would say that they were making enough profit out of their bread.

Retail bakers in the Chicago area say they are hard pressed, but in many instances, are afraid to increase their prices because of expected consumer resistance. Several meetings have been held in the Chicago area in recent weeks, and retailers still are undecided about what to do about the increase.

A few already have taken the jump, and say their customers did not like it. George J. Krubert, Krubert's Bakery, Chicago, and president of the Associated Retail Bakers of Greater Chicago, says that most retailers would profit by taking advantage of the new regulation, and thinks that eventually most of them will. However, he says that no concerted action has been taken yet, although he expects it momentarily.

### Milwaukee

Bread prices in the Milwaukee area have been generally advanced 1¢ a loaf, by both retailers and wholesalers. In some cases, especially where retailers are facing competition from super market bakery departments, or from other nearby retailers, prices have held to previous levels. It was also found that in some cases retailers have not advanced sweet goods and cake prices as permitted under OPS because of the already strong public resistance to existing prices.

The new retail price for 1½-lb. loaves is 21@22¢, compared with the 20 and 21¢ prices in effect the past more than two years. The pound loaf now has a 16 or 17¢ retail price, compared to the 15 or 16¢ charged previously.

The wholesale price on the larger loaf formerly was 18¢ and is now 19¢, with the pound loaf that formerly sold at 13½¢ being wholesaled under the OPS-permitted increase at 15¢.

Bakers generally feel that price advances permitted by OPS should be larger to meet the advances in raw material costs. However, it is also agreed that the public in general has for a long time been adverse to high food costs in general, including those on bakery products, and that for this reason it might not be feasible to raise prices any more than is permitted under the new order, even if OPS had permitted a still greater percentage gain. This is especially true of other-than-bread bakery products . . . goods that might be considered "luxury" by the public, such as cakes and the specialty goods.

### Minneapolis

Major bread producers in the Minneapolis-St. Paul area are holding off on price increases until the OPS deadline for filing proposed increases—May 10. In general, the bogeyman of inter-industry competition is holding down the price of bread as much as is the expected consumer resistance to higher bread prices.

Since Minneapolis wholesalers took their last increase just prior to controls in January, 1951, a price increase is definitely justified, industry executives feel, in the light of "substantial" wage increases granted since that time. Depreciation and machinery replacement costs are also taking their toll in pushing overhead to new heights. An institutional baker in the area reports that 14 trucks five years old were replaced last year, "a \$1,500 truck replaced with the same vehicle costing \$3,400."

Volume is "very substantially" down in many cases, with chain store activity continuing to cut into markets. The National Tea Co. and Red Owl Supermarkets recently raised their 1½ lb. bread leader to 2 for 39¢ from the former 2 for 37¢ price. At present, these firms are selling to housewives at the same price independent wholesalers are selling to grocers.

The 1-lb. loaf of white bread is now at 14¢ wholesale; 1½ lb., 19¢; specialty dark breads, 15½¢ lb. The grocers' markup varies between 2½ and 3¢.

### Omaha

Omaha bakeries have stuck—and apparently intend to stick for a while longer—to the same bread prices they have had since the last increase late in 1950.

The 20-oz. loaf of white bread sells for 19¢ retail, 16¢ wholesale. The 16-oz. dark loaf also carries these prices.

One bakery manager said his firm has had "no discussion" of a possible increase. He estimated that the increase allowable would amount to about a cent a loaf.

When asked why no increase was

(Continued on page 67)



## Baking Industry To Sponsor "July Is Picnic Month"

CHICAGO—The enthusiastic cooperation of a great number of organizations vitally interested in picnics has given assurance that the baking industry's campaign, "July Is Picnic Month," will be the greatest promotion ever conducted in the food field, according to J. Roy Smith, Smith's Bakery, Mobile, Ala., chairman of the program planning committee of the Bakers of America Program.

Letters to national advertisers, advertising agencies and food associations, have set off a "spontaneous reaction" among these people to tie-in summer advertising and promotional activities on the picnic theme, Mr. Smith said. Some typical replies to letters informing every conceivable company and association connected with picnics about the program's campaign follow, all from different organizations:

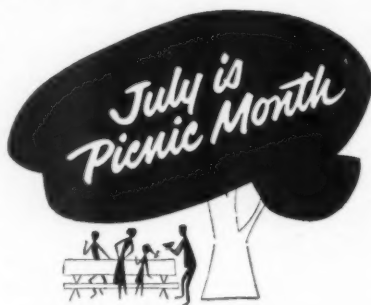
"We will be on the alert for suitable possibilities to develop cooperative promotion."

"You will be glad to know that during the summer months much of our material will be devoted to the picnic theme."

"During the month of July all of our press releases will emphasize picnics. These will reach food editors of more than 3,500 metropolitan and other daily newspapers. Radio and TV scripts, released nation-wide, will also emphasize the picnic theme."

"Our airline company has recently introduced a snack service which includes sandwiches, cookies and fruit. Perhaps it would be possible to have an air picnic. This could be featured on a radio network by having stewardesses, etc., participate on the program."

"Thank you a great deal for alerting us to 'It's National Picnic Month'



This Picnic Month Symbol Is a Valuable Advertising Tool

in July. It so happens that we are featuring 'It's Fun to Eat Outdoors' promotion in July which highlights all picnic foods. We will do our level best to make July the greatest 'picnic month' in history."

### Tie-in Plans Emphasized

In addition, personal calls were made to advertising directors of daily newspapers in the East, Middle West, South and Southwest by representatives of the program. These visits were to interest the papers in running special picnic supplements on recipes, pictures, etc., with tie-in advertising by local merchants whose products are closely related to picnics. Definite commitments were obtained from many of the newspapers contacted that they would use the Bakers of America Program material. In one instance, one newspaper plans a 16-page supplement.

Direct contact is being made with West Coast newspapers and an additional 1,500 daily newspapers will be sent the picnic supplement material.

Point-of-sale material has been prepared for distribution to grocers.

This includes markers for picnic items, window streamers and posters for picnic displays.

The consumer service department of the American Institute of Baking has prepared recipes on picnic lunches to be sent with pictures to daily newspapers. Special commercials are being written to plug the picnic theme on the Bakers of America Program "Hollywood Star Playhouse" during late June and July.

### Successful Promotion Seen

"The concentrated efforts of all these organizations will contribute greatly towards making 'July Is Picnic Month' one of the most successful promotional campaigns in the history of the food field," Mr. Smith said. "We have sought and obtained the cooperation of every type of business which has a definite relation to the picnic theme. With these forces united strongly, there is no doubt that the campaign will continue to gather momentum and result in greater efforts being extended in future years by the baking industry and its allied trades."

Promotional kits for use by bakers in their local sales campaign has been prepared by the Bakers of America Program. This material will aid the bakers in working closely with grocers in promoting picnics.

The kit contains helpful store material consisting of a one-page two-color layout of banners, shelf strips and posters. Illustrations of model picnic displays are included to help food stores tie-in at the point-of-sale.

"With help of this material, bakers should have no difficulty in planning an intensive campaign on the local level," Mr. Smith said. "Every baker should make every possible use of the 'July Is Picnic Month' symbol, using it in advertisements, on billboards, posters, window cards and elsewhere. It will tie the baker's own products to the national drive, but more than this, it will help sell the idea of the picnic month theme for this year and for years to come."



**ELECTED**—Herbert J. Schott, Schott's Bakery, Houston, was elected president of the Texas Bakers Assn. at the 52nd meeting of the group in San Antonio. He is shown at the left above with the retiring president, James N. Martin, Sr., Martin's Bakery, San Antonio.

purpose as the Future Farmers of America.

Herman Dressel, Dressel Bakeries, Chicago, presented facts and figures and outlined procedures for producing and merchandising frozen baked products to get the afternoon session under way. Paul Denny, Paul's Bakery, Houston, was in charge of the session on pies, and Mr. Martin conducted a cake decorating demonstration. Following two movies on pie production, Joseph Varva, California Raisin Advisory Board, and B. R. Kramer, Procter & Gamble, participated in a forum discussion on retail production.

Speakers on the April 28 program included Curtiss H. Scott, Grocers Baking Co., Louisville, chairman of the American Bakers Assn.; Harold Fiedler, secretary of the ABA; Mr. Godde, and Ray B. Bowden, secretary of the Grain & Feed Dealers National Assn.

Mr. Scott stressed the need for "unity of purpose" in the baking industry, while Mr. Godde censured the industry collectively for "lethargy in the ranks." Mr. Bowden, warning that government is a "reflection of the people who make it up—it is just a mirror held up to the people," presented sobering views of "the danger facing this nation by borings from within and the gradual collapse of many of the principles upon which the nation was built."

"One of the serious mistakes today is for the businessman to become so engrossed in his business that he cannot face up to national and international problems," James Q. du Pont, the du Pont Co., Wilmington, Del., said in another very effective address on the same subject.

The morning session April 29, was under the chairmanship of Neill DeLaney, Jr. Roy Burdett, head of the training school for bakers at Arlington (Texas) State College, reported on the school, revealing that since its start the school has enrolled 32, and that 17 had dropped out, most having been drafted. The school, he said, now has eight students.

Glenn Hargrave, the Panipus Co., Kansas City, likened the production man in the bakery to the keystone in an arch. His four main responsibilities are, he said: (1) The uniformity and quality of baked products; (2) the morale of the men and women producing these items; (3) maintenance, sanitation, safety and utensils in the plant; (4) the 60% of total costs under his jurisdiction. Because of the heavy demands upon him, Mr. Hargrave declared, the production man is

(Continued on page 72)

## ABA Governors Set Los Angeles Meeting May 26-27

CHICAGO—The board of governors of the American Bakers Assn. will hold a regular meeting in Los Angeles May 26-27, Curtis H. Scott, Grocers Baking Co., Louisville, ABA chairman, has announced.

A meeting of the program planning committee of the Bakers of America Program will be held May 24, with J. Roy Smith, Smith's Bakery, Mobile, Ala., chairman of the committee and ABA president, presiding.

Sunday the governors will attend the broadcast of the Hollywood Star Playhouse in the NBC Hollywood studios. Barbara Stanwyck will be the star of the program.

Plans for the ABA operations and the Bakers of America Program activities during the balance of 1952 will be discussed at the meetings. All ABA members in the area are invited to attend, it was announced.

—BREAD IS THE STAFF OF LIFE—

### RETAIL BAKERS SET 1953 MEETING FOR APRIL 12-15

CHICAGO—At the meeting of the officers and directors of the Associated Retail Bakers of America following the close of the recent convention in Washington, D.C., Walter Schu-

hardt, Lake Forest Pastry Shop, St. Louis and an ARBA director, was selected as the general convention chairman for the 1953 convention and exhibit, which will be held in St. Louis.

The dates are April 12-15, 1953, with the Jefferson Hotel as headquarters, while the exhibit and convention sessions will be held in the Kiel Auditorium. Mr. Schuchardt is a past president of the St. Louis Master Bakers Assn. which will serve as

host to the convention. He also served as field secretary of ARBA and during this period had an active part in the convention and exhibit held in Milwaukee in 1949.

The ARBA points out that because of its early arrangements and the announcement of its 1953 dates at this time that other associations will refrain from conflicts in convention dates in order that the bakers in their states can attend the national ARBA convention without any complications.

## 52nd Meeting of Texas Bakers Elects H. J. Schott President

SAN ANTONIO, TEXAS—Herbert J. Schott, Schott's Bakery, Houston, Texas, was elected president of the Texas Bakers Assn. at the 52nd annual convention of the group here April 27-29. Total attendance neared 400.

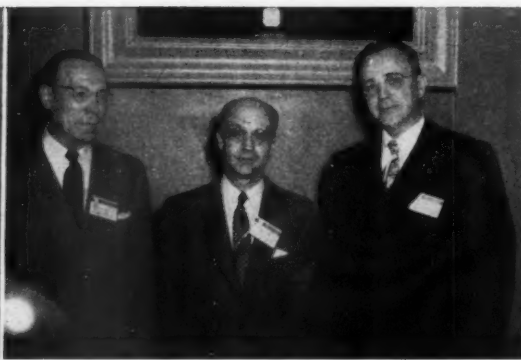
Joseph J. Baldrige, Baldrige's Bakery, Lubbock, was named first vice president. Vernon Willoughby, Mrs. Bohnet's Bakery, San Antonio, was named second vice president after the adoption of a change in the association's by-laws providing for such an office. W. D. Baird, Mrs. Baird's Bakery, Abilene, was reelected secretary-treasurer.

The program got under way April 27 with a retail bakers session at Martin's Bakery, under the chairmanship of Roy Braden, Braden's

Cake Shop, Dallas. The capacity crowd was welcomed by the owner of the bakery, James N. Martin, Sr., then president of the association.

B. E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., president of the Associated Retail Bakers of America, appealed for strong wholesale and retail organizations to represent the baking industry and help prevent seizures of private business and other restrictive acts of government. Scoring the food faddist, Mr. Godde emphasized that the baker can best combat such factions by producing quality baked foods.

Mr. Godde advocated the establishment of courses in baking instruction in high schools, and proposed the organization of the Future Bakers of America, to accomplish the same



**LAKE MICHIGAN MEETING**—One of the highlights of the recent Lake Michigan States Bakers Conference in Chicago was a discussion of important points in the new OPS price order by Joseph Creed, legal department, American Bakers Assn., Washington. He is shown at the left above with T. E. McCully, Carpenter Baking Co., Milwaukee, session chairman. In the center picture are three men who took part in the separate session for house-to-house bakers: Walter H. Kurth, the Pastry Shop, Bloomington, Ill.; Maurice B. Clark,

Colonial Baking Co., Inc., Grand Rapids, Mich., and William C. Diedrich, Home Service Bakeries, Inc., Grand Rapids. At the extreme right is the wholesale bakers panel: Lloyd Fay, Cobb's Sunlit Bakery, Green Bay, Wis.; Richard Gudgel, Awrey's Bakeries, Detroit; Fred Stella, Jr., Stella Baking Co., Danville, Ill.; Louis Lucka, Purity Baking Co., Champaign, Ill., and Louis Garttner, Gardner Baking Co., Madison, Wis. Spirited discussion from the floor involved the use of fungal amylase in bread production.

# Lake Michigan Bakers Urged to Act

## "Tell Industry's Untold Story," Conference Advised

CHICAGO—With its entire program devoted to a discussion of the industry story commercial baking has yet to tell, the four state bakers' associations making up the Lake Michigan States Bakers Conference held their annual get-together at the Hotel Sherman here April 20-22. There were 417 bakers and allied men registered.

Industry personalities, allied industry experts and consumer representatives are pointing up the "Greatest Story Never Told." With that phrase as the convention slogan the bakers are being asked: "Are you missing good bets in merchandising bakery products and bringing the industry favorably to the attention of the American consumer?"

Before these concrete expressions of the baking industry's collective wish to improve itself, the convention got under way the afternoon of April 20 with the presidents' reception honoring the presidents of the four associations taking part in the conference—Fred Stella, Stella Baking Co., Danville, Ill., president of the Illinois Bakers Assn.; Harold B. West, West Baking Co., Indianapolis, head of the Indiana Bakers Assn.; E. L. Sikkema, Dutch Treat Bakers, Kalamazoo, Mich., Michigan Bakers Assn. president, and Maurice Maloney, Bohemian Baking Co., Green Bay, Wis., head of the Wisconsin Bakers Assn.

The morning of April 21 was devoted to an inspection of the baked goods on display, with the afternoon bringing the first regular meeting.

Following an inspirational address by Dave Livingston, billed as "the Iowa Farmer," and the showing of "The Land of Everyday Miracles," sponsored by Standard Brands, Inc., a panel on the "Greatest Story Never Told" took over, with Peter Pirrie, Bakers Weekly, New York, as moderator, using six commentators to show the baking industry what it might do to combat the decline in bakery products volume.

Mr. Pirrie cited government figures to show that bread production immediately after the war was 15 billion pounds, slipping to 12 billion pounds

yearly in the latest report. Although pointing out that the two reports were made by different government agencies using different statistical methods, Mr. Pirrie emphasized that there has been a considerable decline, checked only by the rapid pace of population increase.

### Unfavorable Publicity

Mrs. Ruth Ellen Church, known to Chicago Tribune readers as Mary Meade, head of the Tribune's Mary Meade Department and the newspaper's food editor, feels the baking industry is "doing right by the American homemaker," but suggested several ways in which the industry can combat unfavorable publicity.

A large percentage of requests for information to the Tribune's food department ask the calorie content of bread, Mrs. Church said, reflecting the idea that most people feel bread is fattening.

"I know the baking industry is engaged on an intensive campaign to show that bread is not inordinately fattening," the speaker declared. "But the story bears repeating—you can always tell the same story and find a new audience."

Mrs. Church also said that other consumer inquiries show the adverse effect the food faddists have had on the homemakers' feelings toward bread. Housewives want to know "is bakers bread really good for you? Is it safe to eat? Don't they use lots of chemicals?" There is a

definite suspicion of the white, soft loaf of bread, she reported.

Mrs. Church cited excerpts from cookbooks to show that the baking industry needs an intensive campaign to convince cookbook authors that commercial bread is good for us, in addition to being one of the nation's best food buys. She quoted a cookbook which said, "enriched flour is a most misused term." A 1951 textbook on home freezing says, "We should never buy another baker's loaf of bread... it's all air and fluff." Elsewhere in the same book reference is made to the "artificial and meaningless softeners in bread."

In conclusion, the food editor told the bakers that "bakery products are increasingly good, but the industry has a lot of resistance to overcome."

A question-and-answer period gave Mrs. Church the opportunity to emphasize the importance of promoting the nutritional aspects of bakery products. She said that there is a definite feeling that bakery products are inferior to home-baked foods because of inferior ingredients, and told the bakers that sincere attempts to counteract these feelings are of paramount importance.

### TV Merchandising Explained

The use of television in merchandising bakery products was explained by Mrs. Breta Greim, staff food economist with WTMJ-TV, Milwaukee. Owen Richards of the American Dairy Assn. told how that industry's

### COVERAGE OF MICHIGAN STATES CONFERENCE

Coverage of the Lake Michigan States Bakers Conference was handled by the following staff members of *The American Baker*: Frank W. Cooley, Jr., Minneapolis; Don E. Rogers and Henry S. French, Chicago.

advertising campaign was developed, and Verne Schwaegerle, American Meat Institute, detailed the development of advertising by the meat industry.

Mrs. Ellen H. Semrow, director of the consumer service department of the American Institute of Baking, told of the use of "food sense, not nonsense," in the education of the ultimate consumer of the great food value of bakery products. Six million pieces of consumer literature have been distributed to newspapers, schools and other organizations and institutions to help put the baking industry in its rightful place, Mrs. Semrow said. She emphasized that the enrichment of bread is "chapter 1 in the greatest story never told."

"Your consumer service department's function is to interpret and fit little bits of knowledge regarding research in nutrition into a picture for your public," Mrs. Semrow said. "Our job is to further the acceptance of your products—to tell the greatest story never told as it unfolds. Since 1943 we have brought each new development in nutrition and food research which applies to thought leaders, educators and consumers.

"We have photographed these facts into a food and nutrition montage—an up-to-date, complete story on food sense—not nonsense."

Last year this message was transmitted through 6 million pieces of literature, 38,400 editorial releases, and thousands of contacts by mail, phone, or in person, Mrs. Semrow said.

"Education of the ultimate consumer through printed materials, food and nutrition publicity, can be likened to a chain reaction—each link in the chain as important as the next. Citing specific examples of the dramatic story of the development of enriched bread by the baking industry

(Continued on page 70)



**BAKERS' CONFERENCE**—Pictured left to right above are some officers and their secretaries of the various state groups at the Lake Michigan States Bakers Conference held in Chicago April 20-22 at the Sherman Hotel, Chicago. Fred H. Laufenberg, secretary, Wisconsin Bakers Assn., Inc.; Harold West, West Baking Co., Indianapolis, president, Indiana Bakers Assn.; Thelma E. Dallas, secretary, Illinois Bakers Assn.; Charles Ehlers, secretary, Indiana Bakers Assn.; John Schallert, secretary, Michigan Bakers Assn., and Edward L. Seibert, Hall Baking Co., Alton, Ill., president, Illinois Bakers Assn.



## The Flour Market

# Prices Erratic as Harvest Time Nears

Wheat markets in early May appeared to be recovering from a period of depression, although the situation remained highly volatile because of a number of market uncertainties. Most prominent among these, of course, were crop developments in the Southwest and the spring wheat area. Considerable attention was being paid, also, to difficulties in reaching a truce in Korea, prospects for exports in the remaining three months of the crop year, the potential effect of 1952 price supports and some industrial disputes which threatened possibly severe economic repercussions.

Market action during April was erratic, although the course of wheat and flour prices was generally downward. May futures at the end of the period were off 2@4¢ bu. from early April levels, and new crop July deliveries declined 5@6¢ at Chicago and Kansas City. Cash wheat prices declined about 3@4¢ at Minneapolis and 3@6¢ at Kansas City in the same period. Flour prices, meanwhile, dropped about 15¢ sack on spring grades and 5@10¢ on hard winters. A greater drop was prevented by a sharp recession in millfeed values.

### WEATHER CONDITIONS IDEAL FOR CROPS

Weather continued practically ideal for the growing southwestern crop and for planting of the spring wheat crop in the Northwest. The U.S. Department of Agriculture raised its estimate of winter wheat production to 947 million bushels from 918 million, and further boosts in the crop forecast were widely anticipated. A prominent crop statistician May 1 estimated output at 30 million more than the USDA's revised figure. Generous rains in the driest portions of the Southwest, adequate moisture elsewhere and a minimum of insect and disease damage contributed to the brighter outlook. With 90% or more of the spring wheat crop seeded, apprehension was expressed over drying out of topsoil, and further seeding was halted for a time in early May. Early-seeded grain was said to be making good progress, but lack of moisture caused concern for germination of later seedings. Some topsoil was reported blowing in North Dakota. No estimate of spring wheat production has been made other than the preliminary forecast of 307 million bushels.

### IMPROVEMENT LEADS TO MARKET DECLINE

The change in prospects which pointed to an even larger winter wheat crop than had been expected earlier and one of the biggest in history, had a decided bearish impact on market levels. This feeling was tempered somewhat, however, by realization that values of new crop futures had fallen considerably below potential 1952 price support rates, and upturns in early May reflected this reappraisal of the situation. Some observers point out, too, that the crop is not yet wholly assured, even though harvesting may start in

earliest areas by the end of May. Continued adequate rain is needed to maintain the lush growth.

### INCREASED SUPPORT LEVEL IN PROSPECT

The 1952 crop will be supported at a national average farm level loan rate of \$2.21 if there are no changes in parity rates between now and June 15, when the rates are actually determined. This would be equivalent to support levels of \$2.50 at Kansas City, \$2.55 at Chicago and \$2.52 at Minneapolis, taking into account recent increases in freight rates. These terminal rates, if calculations prove correct, would be 5¢ bu. above the levels in effect on the 1951 crop. There may be changes in parity before June 15, but in any event the national average loan rate cannot be set below the prescribed minimum of \$2.17 bu. announced last fall. Because of the small carryover of 1951 wheat, storage space will be plentiful, and a heavy movement into loan may be anticipated this summer. Current July futures prices are well below the prospective loan prices.

### CARRYOVER WELL BELOW LAST YEAR

The carryover of 1951 wheat on July 1 is officially forecast at 270 million bushels, which would be 125 million bushels less than was carried over last year. There are some indications that the actual carryover may be smaller than forecast, however, particularly if exports reach expected volume. Stocks of wheat in all positions April 1 were 521 million bushels. Disappearance in the final three months of the crop year for seed, milling and feed, if equal to last year, would total about 190 million bushels. At the same time, exports of 90 million bushels would be required to reach the 450 million total. The total estimated disappearance, then, deducted from April 1 stocks would result in a carryover of about 240 million bushels, with a possible allowance of 10 million bushels for imports of feed wheat from Canada bringing it up by that amount.

Exports may fall below the total indicated, however, as Canada now is in a better position to supply wheat than expected earlier. Dry, hot weather in April permitted farmers there to harvest practically all of the 150 million bushels of wheat left out in fields over winter because of poor harvesting weather last fall. This has been termed satisfactory for milling use and represents a large quantity available for export which had not actually been counted on previously.

### SUFFICIENT "FREE" SUPPLY INDICATED

The smaller potential carryover this year, meanwhile, has not influenced much bullishness, with market thinking apparently in agreement with government statements that "free" supplies of wheat will be sufficient to keep pipelines filled until new wheat is available. The "free" portion is expected to be about half

Market  
Editor

George L. Gates

the total carryover. The remaining portion, owned by the government, will be made up of some 80 to 100 million bushels taken over on loan defaults May 1 and wheat already in government ownership from previous years. Demand and supply may be rather closely matched as the end of the crop year approaches, but no supply pinch is currently foreseen.

### BUYERS KEEP EYE ON PRICE TRENDS

Following a spurge of hard winter wheat flour buying in mid-April, bakers have been cautious about making new commitments. Buyers of southwestern, it is believed, are covered until new crop flour is available, and while spring wheat flour users are not as well supplied with bookings, they have held back on buying while waiting for a clearer picture of market trends. Wheat prices may be expected to remain erratic up through the harvest period. Meanwhile, many observers have little confidence that millfeed credits will do much toward lowering flour prices. Millfeed prices declined \$7@8 at Kansas City in late April, and anticipation of further drops are reflected in futures quotations.

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### KROGER SALES UP

CINCINNATI—Sales of the Kroger Co. for the fourth four-week period ended April 19, 1952, totaled \$81,-

477,030, a 5% increase over sales of \$77,728,477 for the four-week period a year ago. Cumulative sales for the four periods of 1952 totaled \$320,438,481, a 5% increase over sales of \$304,574,171 for the same four periods last year. Average number of Kroger stores in operation during the period was 1,951, compared with 2,033 stores during the 1951 period, a decrease of 4%.

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### STRAIGHT 5-DAY WEEK AT ISSUE IN BAKERY STRIKE

Wages and a straight 5-day week are central issues in strikes which are keeping thousands of bakery workers from the job in Pittsburgh and in the Pacific Northwest.

Major bakeries in Seattle, Tacoma, Spokane and Portland are closed by a walkout over the Monday-through-Friday work week. The workers now are on a 5-day week, but the two days off are not together. About 3,000 workers in Seattle are affected by the walkout, which occurred May 2.

In Pittsburgh 3,000 workers in 50 bakeries started a strike May 3 in support of demands for wage increases and a 35-hour week. The union's contract expired March 1.

A year ago the union was on strike a week before settlement of the dispute gave the workers a 5-day, 40-hour week.

The bakery drivers' union in Pittsburgh also has voted for a strike, but no date has been set.

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### CONTINENTAL NET INCOME DROPS IN FIRST QUARTER

NEW YORK—The net income of the Continental Baking Co. and subsidiaries for the 13 weeks ended March 29 was \$598,336.13, a decline from \$1,386,920.75 reported for a corresponding period a year earlier. The lower net was recorded even though gross sales increased from \$40,046,958.28 in the 1951 period to \$41,365,955.84 in 1952.

The cost of goods sold showed an increase from \$26,097,236.68 in 1951

## Summary of Flour Quotations

May 3 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	5.60@5.80	5.66@5.73	5.66@5.73	5.66@5.73	5.66@5.73
Spring high gluten	5.66@5.73	5.66@5.73	5.66@5.73	5.66@5.73	5.66@5.73
Spring short	5.66@5.73	5.66@5.73	5.66@5.73	5.66@5.73	5.66@5.73
Spring standard	5.50@5.70	5.46@5.51	5.46@5.51	5.46@5.51	5.46@5.51
Spring first clear	5.35@5.60	5.10@5.70	5.10@5.70	5.10@5.70	5.10@5.70
Hard winter short	5.55@5.70	5.45@5.50	5.45@5.50	5.45@5.50	5.45@5.50
Hard winter standard	5.45@5.60	5.35@5.40	5.35@5.40	5.35@5.40	5.35@5.40
Hard winter first clear	5.40@5.68	5.30@5.40	5.30@5.40	5.30@5.40	5.30@5.40
Soft winter short patent	7.04@7.11	7.10@7.30	7.10@7.30	7.10@7.30	7.10@7.30
Soft winter standard	5.30@6.44	5.45@5.50	5.45@5.50	5.45@5.50	5.45@5.50
Soft winter straight	5.40@5.51	5.25@5.31	5.25@5.31	5.25@5.31	5.25@5.31
Soft winter first clear	5.43@5.55	5.25@5.31	5.25@5.31	5.25@5.31	5.25@5.31
Rye flour, white	4.43@5.15	4.25@4.31	4.25@4.31	4.25@4.31	4.25@4.31
Rye flour, dark	4.43@5.15	4.25@4.31	4.25@4.31	4.25@4.31	4.25@4.31
Spring high gluten	6.20@6.40	6.30@6.40	6.27@6.42	6.29@6.31	6.05@6.25
Spring short	6.15@6.25	6.12@6.25	6.12@6.25	6.14@6.24	5.95@6.05
Spring standard	5.95@6.15	6.00@6.10	6.02@6.17	6.04@6.14	5.80@6.00
Spring first clear	5.85@6.10	5.95@6.05	5.87@6.12	5.79@6.33	5.70@5.90
Hard winter short	6.13@6.25	6.17@6.31	5.97@6.04	5.97@6.04	5.65@5.75
Hard winter standard	5.93@6.07	5.95@6.05	5.97@6.11	5.82@6.89	5.50@5.65
Hard winter first clear	5.93@6.07	5.95@6.05	5.97@6.11	5.82@6.89	5.50@5.65
Soft winter short patent	5.75@6.05	5.77@6.07	5.77@6.07	5.77@6.07	5.70@5.90
Soft winter standard	5.75@6.05	5.77@6.07	5.77@6.07	5.77@6.07	5.70@5.90
Soft winter first clear	5.75@6.05	5.77@6.07	5.77@6.07	5.77@6.07	5.70@5.90
Rye flour, white	5.80@5.94	5.95@6.05	5.95@6.05	5.95@6.05	5.80@5.90
Rye flour, dark	5.80@5.94	5.95@6.05	5.95@6.05	5.95@6.05	5.80@5.90



to \$27,869,642.68 in 1952, and the cost of delivery and selling expenses other than advertising also increased, from \$9,075,278.61 to \$9,925,567.89.

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## FELBER BISCUIT FIRM NAMED IN OPS ACTION

WASHINGTON—Reduction in size of package without corresponding reduction in price is alleged by the Office of Price Stabilization in injunctive and treble damage actions filed in the U.S. District Court at Columbus, Ohio, against the Felber Biscuit Co., division of the United Biscuit Co., of that city.

The complaints, filed by Assistant U.S. Attorney J. Maxwell Maher, allege over-ceiling sales from April, 1951, to date and ask for treble damages of \$41,236. The action is an open-end suit to permit further audit of accounts and increasing the treble damage figure if additional overcharges are discovered.

According to OPS, the Felber firm alleges that the 1 1/4-oz. package, reduced from a pound package, is a new product and, therefore, not subject to a corresponding cut in price.

These are the first OPS injunctive and treble damage actions in the cracker and biscuit industry.

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## PURITY BAKERIES CORP. NET DIPS TO \$716,900

CHICAGO—Purity Bakeries Corp. for the 16 weeks ended April 19, 1952, reports consolidated net income of \$716,900 after interest, depreciation, federal taxes, all other charges and deduction for minority interest. This net income amounts to 89¢ per share on 805,045 shares of common stock outstanding, and compares with net income of \$889,182 or \$1.10 per share for the first 16 weeks of 1951.

The board of directors of purity declared a regular quarterly dividend of 60¢ a share on the common stock of the corporation, payable May 29 to stockholders of record on May 16.

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## NEW BAKERY CONTRACT TALKS OPEN IN EAST

SCRANTON, PA.—Local 53, AFL Bakery & Confectionery Workers International Union, has initiated new contract talks with one Scranton bakery and has scheduled negotiations with two others on behalf of a total of 222 members, business agent W. Frank Burns has disclosed.

The union has proposed a 15% general wage increase, a 5-day week instead of 40 hours in six days and an increase in the night shift differential from 5¢ to 10¢ an hour, according to Mr. Burns. The current pact terminates May 1.

Mr. Burns and a shop committee have had two joint conferences with the management of Spaulding Bakeries, Inc., on behalf of 43 employees at the plant. Initial contract talks are scheduled with the management of the Scheur Baking Co., employing 39, and with officials of Williams Baking Co., Inc., involving 140 employees.

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## INTERSTATE BAKERIES REPORTS LESS PROFIT

KANSAS CITY—R. L. Nafziger, president of Interstate Bakeries Corp., reports net income of \$591,881 based upon unaudited figures for the 16 weeks ended April 19, 1952, after depreciation and interest and after provision of \$925,762 for federal income and excess profits taxes. This

is equal, after preferred dividends, to 79¢ a share of common stock. This compares with net income of \$685,933 in the corresponding period of 1951, equal after preferred dividends, to 94¢ per common share. Net sales for the first 16 weeks of 1952 totaled \$23,351,695, against \$20,304,502 in the same period of 1951.

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## CELLOPHANE BRINGS NO 1951 PROFIT FOR OLIN

EAST ALTON, ILL.—Net income of \$12,108,673 after taxes on total sales of \$168,185,679 was reported for 1951 by John M. Olin, president of Olin Industries, Inc., in the company's report to stockholders. Net income before taxes was \$29,568,149.

Mr. Olin pointed out that the Cellophane division contributed nothing to earnings in 1951 since it did not start operation until June and had not reached capacity production by the end of the year.

The company's report showed total assets of \$176,473,030, with net working capital of \$67,872,466.

Olin Industries, Inc., includes cellophane and polyethylene film in its list of manufactured products.

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## OPENS NEW OFFICE

NEW YORK—Frank Forbes, who was affiliated for many years with Wood & Selick, Inc., New York, as sales manager and vice president and has recently been associated with R. C. Williams & Co. as manager of the bakery and confectionery division, has opened an office at 60 Hudson St., where he will operate as the Frank Forbes Co.

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## 80¢ A SHARE EARNINGS FOR STERLING DRUG, INC.

NEW YORK — Sales of Sterling Drug, Inc., and subsidiaries for the first quarter of 1952 were \$41,902,493, compared with \$40,906,533 for the corresponding period of 1951. Net profits for the first 1952 quarter amounted to \$3,171,301, equivalent after preferred dividends, to 80¢ a common share. This compares with net earnings of \$3,867,782, or 98¢ a common share for the first quarter of 1951.

## Flour Production Gains in April

Wheat flour production by U.S. mills during April is estimated at 18,108,300 sacks on the basis of reports received by The Northwestern Miller from mills which account for approximately 74% of the total U.S. output. That total is a gain of 2 1/2% over the estimated output for March, 1952, and 5% above the total for April of 1951.

	April, 1952	March, 1952	April, 1951
<b>BUFFALO</b> .....	<b>2,045,450</b>	<b>2,084,730</b>	<b>1,728,909</b>
Minneapolis .....	1,150,126	1,081,112	876,429
Interior Northwest .....	1,578,257	1,721,162	1,557,285
<b>NORTHWEST</b> .....	<b>2,728,373</b>	<b>2,802,274</b>	<b>2,433,714</b>
Kansas City .....	1,224,976	1,135,179	1,291,923
Interior Southwest .....	3,979,761	3,763,513	3,887,086
<b>SOUTHWEST</b> .....	<b>5,204,737</b>	<b>4,898,692</b>	<b>5,179,009</b>
Seattle-Tacoma .....	786,203	737,748	792,063
Portland .....	234,322	212,757	231,102
Interior North Pacific .....	199,304	214,749	215,140
<b>NORTH PACIFIC COAST</b> .....	<b>1,219,829</b>	<b>1,165,254</b>	<b>1,238,245</b>
<b>CENTRAL AND SOUTHEAST</b> ..	<b>2,201,747</b>	<b>2,082,887</b>	<b>2,247,607</b>
<b>TOTALS</b> .....	<b>13,400,146</b>	<b>13,033,837</b>	<b>12,827,484</b>
Percent of U.S. Total .....	74.0	74.4	74.5
<b>ADJUSTED ESTIMATES</b> .....	<b>18,108,300</b>	<b>17,653,800</b>	<b>17,256,000</b>

## The Stock Market Picture

Quotations on baking company stocks listed on the New York Stock Exchange and the New York Curb Market:

	High	Low	Close Mar. 29, 1952	Close May 3, 1952
Continental Baking Co. ....	21 1/4	16 3/4	18 1/4	16 3/4
Continental Baking Co., \$5.50 Pfd. ....	99	92	94 1/2	91
General Baking Co. ....	12	10 1/4	11 1/4	11 1/2
General Baking Co., \$8 Pfd. ....	162	149	158	156
National Biscuit Co. ....	35 3/4	30 3/4	30 3/4	30 3/4
National Biscuit Co., \$7 Pfd. ....	18 1/4	16 3/4	17 1/2	17 1/4
Purity Bakeries Corp. ....	31 1/2	27 1/2	30	30
Sunshine Biscuits, Inc. ....	66 1/2	56	64 1/4	64
United Biscuit of America ....	35	29 1/2	33 1/2	33
United Biscuit of America, \$4.50 Pfd. ....	109	101 1/2	105	106

Closing bid and asked prices on stocks not traded May 3:

	Bid	Asked
Berry Biscuit Corp. ....	3 1/4	3 3/4
Greut A. & P. Tea Co. ....	126	127 1/2
Horn & Hardart Corp. of N. Y., \$8 Pfd. ....	130 1/2	132
Omar, Inc. ....	17	18 1/4
Wagner Baking Co. ....	6 1/4	6 1/2
Ward Baking Co., Warrants ....	5	5 1/4

## 50 BAKERY SALES HEADS ATTEND SPERRY SCHOOL

CHICAGO—The spring "School for Bread Sales Supervisors," sponsored by Sperry's "Personal Opinion," gave close to 50 bakery sales supervisors from all over the country an intensive three-day course in their duties April 8-10 at the Belmont Hotel, Chicago.

The course was a continuation and expansion of the basic program established in the "School of Bread Sales Management" offered here Feb. 5-7. The most modern methods of audio-visual training equipment were used to assure that each student carried away a lasting impression and a better understanding of how more bread may be sold and greater profits earned by the sales staff of a bakery.

The program included coverage of the supervisor's relation to the sales manager, the bread salesman and the other departments in the bakery.

A similar school is planned for Oct. 28-30, also at the Belmont Hotel. "The school is being held in two sections," said E. J. Sperry, "so that smaller bakeries may send half of their supervisors to the spring school and the other half in the fall, to avoid having all of them away from the plant at the same time."

One of the highlights of the school was an informal luncheon April 9, attended by the students, faculty and trade press. Called on by Mr. Sperry,

bakery sales supervisors rose and aired their problems, while at the same time passing on helpful hints to the other students. Mr. Sperry gave neckties to those who participated in the program.

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## More Than 400 Attend Meeting of Dry Milk Institute

CHICAGO—More than 400 persons registered for the 27th Annual Meeting of the American Dry Milk Institute, Inc., held at the Edgewater Beach Hotel April 17-18. Theme of the convention was "The Industry's New Responsibility—Meeting Sales Demands."

B. F. Beach, general manager of the Michigan Producers Dairy Co., Adrian, Mich., and president of the association, opened the convention with a round-up report of the industry. Since 1948, he said, domestic use of dry milk has increased from 477 million pounds to 605 million pounds in 1951. Only the bakery industry has failed to gain in consumption, he said.

B. F. Beach, Michigan Producers Dairy, Adrian, Mich., was reelected chairman, and Tom G. Stitts, H. P. Hood & Sons, Boston, Mass., was chosen vice chairman. New directors added to the board were C. M. Carlson, Dairymen's Cooperative Creamery, Caldwell, Idaho, Roy Yoder, Golden State Co., Ltd., San Francisco, and Ranson Bennett, Jr., Bennett Creamery, Ottawa, Kansas. All other directors whose terms expired were reelected.

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## CHICAGO BAKERS GOLF SESSION ATTRACTS 100

CHICAGO—About 100 members and guests gathered April 29 for the second annual golf and birthday luncheon of the Bakers Club of Chicago. Claude Hill, Continental Baking Co., second vice president of the club, opened the program, and John Garrow, Chapman & Smith Co., introduced the guests and those having birthdays during April.

Herb Graffis, Chicago Sun Times, was master of ceremonies, and Johnny Revolta, Evanston Golf Club, Skokie, Ill., was in charge of an "undubbing clinic." The program was arranged by Grant Geiss, Wilson & Co., and was presented through the courtesy of the Wilson Sporting Goods Co. Because of the interest shown, the program ran past the scheduled time and golf movies were postponed until an informal luncheon of the club May 28.

# Industry's Services Outlined for SBA

## 375 Southern Bakers Gather in Atlanta for 38th Convention

By W. E. LINGREN

American Baker Editorial Staff

ATLANTA—A description of the services to bakers offered by the American Bakers Assn. and the Bakers of America Program was the feature of the opening business session of the 38th annual convention of the Southern Bakers Assn. held at the Biltmore Hotel here May 1-3.

Attendance at the first convention of the SBA to be held in its headquarters city of Atlanta in many years totaled approximately 375. R. H. Bennett, Criswell Baking Co., Atlanta, served as general chairman of the convention.

John Wolf, Wm. Wolf Bakery, Inc., Baton Rouge, La., SBA president, presided as chairman of the first of two business sessions of the convention the morning of May 2. Featured speaker on the program was J. Roy Smith, Smith's Bakery, Inc., Mobile, Ala., president of the American Bakers Assn., who was in charge of the presentation of ABA and Bakers of America Program affairs. Mr. Smith reported on ABA activities on the national scene and pointed out how the organization benefited all types of bakers. He was assisted in his presentation by Harold Fiedler, secretary of the ABA, Chicago, and Walter Hopkins, director of the Bakers of America Program, Chicago.

Mr. Fiedler detailed the extent of ABA's service to the industry and cited the place of trade associations in the nation's economy. He listed seven principal services of trade associations and showed how the American Bakers Assn., the American Institute of Baking and the Bakers of America Program fill these functions:

- (1) Meetings and conventions, (2) training and educational programs, (3) bulletins and pamphlets, (4) public relations, (5) cooperative advertising, (6) industry statistics and (7) scientific and economic research.

### Values Cited

The ABA, the AIB and the Bakers of America Program, Mr. Fiedler reported, serve the baking industry on all of these fronts and also offer additional value to their members. The ABA secretary pointed out the work of the Washington representatives of the association in connection with industry relations with government agencies.

Mr. Hopkins outlined the 1952 plans for and reviewed the history of the Bakers of America Program. He discussed the four individual activities of the program: (1) Advertising, (2) merchandising, (3) public relations and (4) consumer service.

In a talk accompanied by colored slides, the director of the Bakers of America Program cited the reasoning behind the choice of radio as the advertising medium to be used by the program in 1952. He cited the coverage that the bakers' radio program, "Hollywood Star Playhouse" on the National Broadcasting Co. network on Sunday afternoons, is offering the industry.

Plans for the promotion of July

as "picnic month" were reported by Mr. Hopkins, who suggested that bakers plan to use the tie-in advertising and merchandising aids which will be prepared. Some 500 to 600 newspapers in all sections of the country are expected to plan special supplements promoting July as "picnic month," Mr. Hopkins reported.

### Publicity Work Reviewed

Mr. Hopkins also reviewed the work of the consumer service phase of the Bakers of America Program and the public relations phase which develops a constant flow of publicity material from the program headquarters to radio stations, newspapers and magazines. He urged bakers to subscribe to and support the Bakers of America Program and to tie in locally with merchandising aids designed to capitalize on the national advertising and public relations phases of the program.

### SBA Activities Reported

E. P. Cline, secretary-treasurer of the Southern Bakers Assn., presented his annual report at the May 2 business session. Mr. Cline reviewed the SBA program and activities and reported on plans for the fall production conference to be sponsored in Atlanta by the southern organization.

A report of the new officers and governors recently elected in a mail ballot by the SBA was given by Earle P. Colby, Ambrosia Cake Bakeries Corp., Jacksonville, Fla., immediate past president and chairman of the nominating committee. Mr. Colby in-

roduced Raymond Streb, Royal Baking Co., Raleigh, N.C., newly-elected president of the SBA, who thanked the group for its "vote of confidence" and pledged his efforts to continue the SBA program during the coming year.

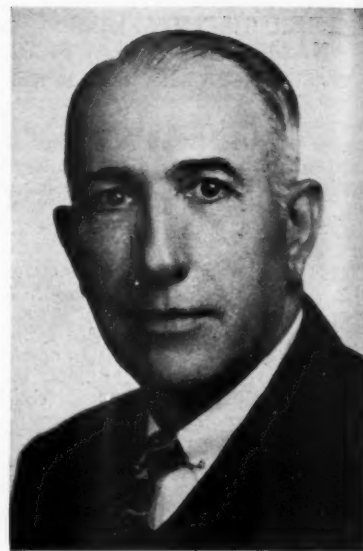
The members of the SBA, on a motion by F. B. Evers, American Bread Co., Nashville, voted to make the retiring president of the association each year an ex-officio member of the SBA University Fund board of trustees.

### Report on FSU School

A report on the developments at and progress of the School of Baking Science and Management at Florida State University was a feature of the second business session of the convention held the morning of May 3. Presenting the report was Dr. L. A. Rumsey, head of the school at Tallahassee, Fla. Dr. Rumsey reported the school now has 21 students, including two seniors, two juniors and 17 freshmen. He said that he expects some 40 applications for the new class beginning next fall and hopes to have a class next year of around 25 students.

Dr. Rumsey expressed his appreciation of the support of the new school given by the Southern Bakers Assn. and pledged his continuing efforts in a program to ensure the future success of the new educational idea in the baking industry.

Final speaker on the second business session was Dr. Kenneth McFarland, Topeka, Kansas. Dr. McFarland, who is educational consultant and public speaker for Gen-



J. Roy Smith

ABA President Speaks

eral Motors Corp. and guest lecturer for Readers Digest, addressed a capacity audience on the current national and international situations. He urged that business men do their part in a program to educate the nation's business economy in a return "to the rule book." He cited the bad practices that developed in American business methods during the World War II and warned that it was time for the nation's business men to "weed out these practices" if their operations were to remain successful.

The convention was brought to a close with the annual banquet the evening of May 3, which featured Countess Maria Pulaski as the featured speaker on the subject of "My Life as a Spy." Countess Pulaski, who served as an espionage agent for one of the Allies during World War II, gave some highlights of her adventures.

### Allied Entertainment

The Southern Bakers Allied Assn. was in charge of entertainment at the convention on May 2. An outdoor smorgasbord and dance party was the climax of a day at Druid Hills Golf Club, which featured the annual SBA golf tournament and a bingo party for the ladies.

Other entertainment features included the president's party and reception the evening of May 1, two luncheons for the ladies and other activities for the ladies under the chair-

(Continued on page 69)

## Raymond Streb Elected SBA Head

ATLANTA—Raymond Streb, Royal Baking Co., Raleigh, N.C., is the new president of the Southern Bakers Assn., succeeding John Wolf, Wm. Wolf Bakery, Inc., Baton Rouge, La. The election of Mr. Streb in a mail ballot was announced at the 38th annual convention of the Southern Bakers Assn. held in Atlanta May 1-3.

Mr. Wolf automatically becomes vice president and chairman of the board of governors of the SBA.

E. P. Cline, Atlanta, was reappointed secretary-treasurer of the association during the board of governors meeting May 1.

A complete list of the board of governors of the SBA, with indications as to new members and reelected members, follows:

**Alabama:** William J. Colby, Ambrosia Cake Co., Birmingham; J. M. McDonald, John McDonald's Bakery, Athens (new member).

**Florida:** Roy Peters, Butter-Krust Bakeries, Inc., Lakeland (reelected); Cesar Medina, Holsum Bakers, Tampa (new member).

**Georgia:** R. H. Bennett, Criswell Baking Co., Atlanta; Howard W. Flach, Highland Bakery, Inc., Atlanta (reelected).

**Kentucky:** William J. Rains, Grocers Baking Co., Lexington; Howard Ellison, Modern Bakery, Inc., Harlan (reelected).

**Louisiana:** W. E. Tompkins, American Bakeries Co., Atlanta (new member).

**Mississippi:** Phil Hardin, Hardin's Bakeries, Inc., Meridian; William P.

McGough, McGough Bakeries Co., Birmingham.

**North Carolina:** J. C. Hightower, Jr., Durham Baking Co., Durham (new member); C. H. Miller, Columbia Baking Co., Charlotte (new member).

**South Carolina:** Charles M. Banks, H. H. Claussen's Sons, Inc., Augusta; W. H. Attaway, Becker's Bakery, Spartanburg (reelected).

**Tennessee:** F. B. Evers, American Bread Co., Nashville (new member); Max Wolf, Quality Bakery, Knoxville.

**Virginia:** Peter M. Dorsch, Spalding Baking Co., Staunton; Louis Barth, Colonial Stores, Inc., Atlanta (reelected).

The new president will appoint four governors-at-large, with the announcement to be made at a later date.

## W. B. Lovvorn Heads SBA Allies

ATLANTA—W. B. Lovvorn, Morten Milling Co., Columbia, S.C., was elected president of the Southern Bakers Allied Assn. at the annual business meeting of the group held May 2 during the SBA convention at the Biltmore Hotel here.

New vice president is James E. Stroupe, James E. Stroupe Co., Atlanta, who moved up from secretary-treasurer.

Paul D. Nease, Russell-Miller Milling Co., Birmingham, Ala., was elected secretary-treasurer for the coming year.

J. Frank Rees, the Dixson Co., At-

lanta, retiring president of the allied organization, served as chairman of the annual business meeting of the group. In his opening remarks he predicted continued prosperity for the South and for the baking industry.

Mr. Stroupe presented his annual report as secretary-treasurer, outlining expenditures of the past year.

Featured speaker at the meeting was Claude Bascombe, Standard Brands, Inc., New York, who spoke as secretary-treasurer of the Allied Trades of the Baking Industry, na-

(Continued on page 69)





HIS 50TH ANNIVERSARY selling Twin City bakers found Atkinson sales representative T.F. Shields writing up an order for an old customer, F.W. Ramaley Co., St. Paul - caterers and "fancy bakers. At left is John W. Ramaley, son of the founder, Shields and George W. Abel, Ramaley's General Manager.



LOADING goes on as fast as we can get cars spotted at the six loading doors along Atkinson's spur. Joe Schurhoff makes sure there's no trouble on the "belt line" from mill to car.



MEET THE PRESIDENT. Here's Fred Atkinson with head miller Carl Gottschalk checking on the various streams from the rollers. If you want to talk to Fred you are likely to find him at the mill, seeing that everything runs smoothly and accurately.

## Speaking of Atkinson...

YOU HEAR A LOT about this Upper Midwest being fine for wheat growing--and it is. How's the climate for people? Our answer, good. Rigorous is probably the word--a long winter, lots of snow. A good summer, though, with fishing lakes at every turn of the road. Residents like their home state well enough to take their vacations here, a lot of them. The people who grow up here seem to have something extra. And that "extra something" shows up well in their work. We're glad we are making flour (uniform flour, by the way) in Minneapolis. Atkinson Milling Company, Minneapolis, Minnesota.



\* IT'S BIN-AGED "REG. U.S. PAT. OFF."



DON'T SKIP THIS just because you aren't interested in feed. Feed is important to both of us because its sale helps hold down the cost of flour. Tony Chlebeczek (left) and Norman Erickson keep the feed line rolling smoothly.



THERE'S A WAY to dress a carload so it stays put from us to you. Cecil Flanders knows all the angles--and he really puts his shoulder into it!



## Iowa Bakers Show Confidence in Their Industry's Future

By W. E. LINGREN

American Baker Editorial Staff

WATERLOO, IOWA — Confidence and enthusiasm for the future of the baking industry was the main theme of the keynote address at the recent Iowa Bakers Assn. convention delivered by Harry W. Zinsmaster, Zinsmaster Bread Co., Duluth, Minn. Mr. Zinsmaster spoke at the opening session of the 50th anniversary meeting of the Iowa Bakers Assn. held at the Russell-Lamson Hotel here April 15-16.

Approximately 200 bakers and allied tradesmen and their wives attended the convention, which was under the general direction of Charles E. Forsberg, Altstadt & Langlas Baking Co., Waterloo, president and secretary of the organization.

"From a humble beginning, for bakers' bread was regarded as something as only to be served in emergencies and with apologies," Mr. Zinsmaster related, "I have seen this industry of ours grow from less than a billion dollars 30 years ago to what it is today—over a four billion package, employing over 300,000 people."

The former chairman of the American Bakers Assn. listed the following "enormous strides we have made in our industry":

- (1) Improved and more uniform quality goods.
- (2) Improved and modern baking and delivery equipment.
- (3) Wrapped bread, with outside displays replacing showcases.
- (4) Better advertising, service, merchandising and displays.
- (5) Sliced bread.
- (6) Enriched bread.
- (7) The national Bakers of America Program advertising and promotion campaigns.
- (8) Completion of the new American Institute of Baking School and research departments.

### Cooperation Needed

Mr. Zinsmaster related his experiences during his business career in the baking industry and pointed out the need for cooperation in the industry to insure its further progress.

He reported the results of a national survey of consumer desires which listed price as number six on the list. Heading the list were cleanliness, friendliness, proper and attractive display, quality, lighting and then price.

"There are many other fundamentals which I like to call the ABC's in our business, typical of most, such as hard work, the know-how, honesty of purpose, and the willingness to serve as best you know how," Mr. Zinsmaster said. "With our industry in fine hands, with our industry going forward as it is sure to do, we as individuals can't fail—we won't fail."

William M. Clemens, Trausch Baking Co., Dubuque, treasurer of the American Bakers Assn., was a featured speaker at the luncheon session of the convention April 15. Mr. Clemens reported on activities of the American Bakers Assn. and the Bakers of America Program.

### Benefits Cited

"There isn't a baker who hasn't had benefits from the ABA, the AIB and the Bakers of America Program," Mr. Clemens said. "How much benefit depends on whether the baker is a member and on whether he is tak-

ing advantage of all the activities."

"The Bakers of America Program," he said, "was developed because of the urgent need for a national industry voice reaching the consumer."

The Bakers of America Program, he pointed out, gives the baker a chance to capitalize in his local market on national advertising. Benefits of the program are realized by every baker, he said, as he urged bakers to

join in financing the program.

Robert E. Quinlan, Bakers of America Program, Chicago, outlined the 1952 plans and reviewed the history of the program. He discussed the four individual activities of the program: (1) advertising, (2) public relations, (3) merchandising and (4) consumer service.

Mr. Quinlan also previewed plans for the promotion of July as "picnic month" and suggested that bakers plan to use the tie-in advertising and merchandising aids which will be prepared.

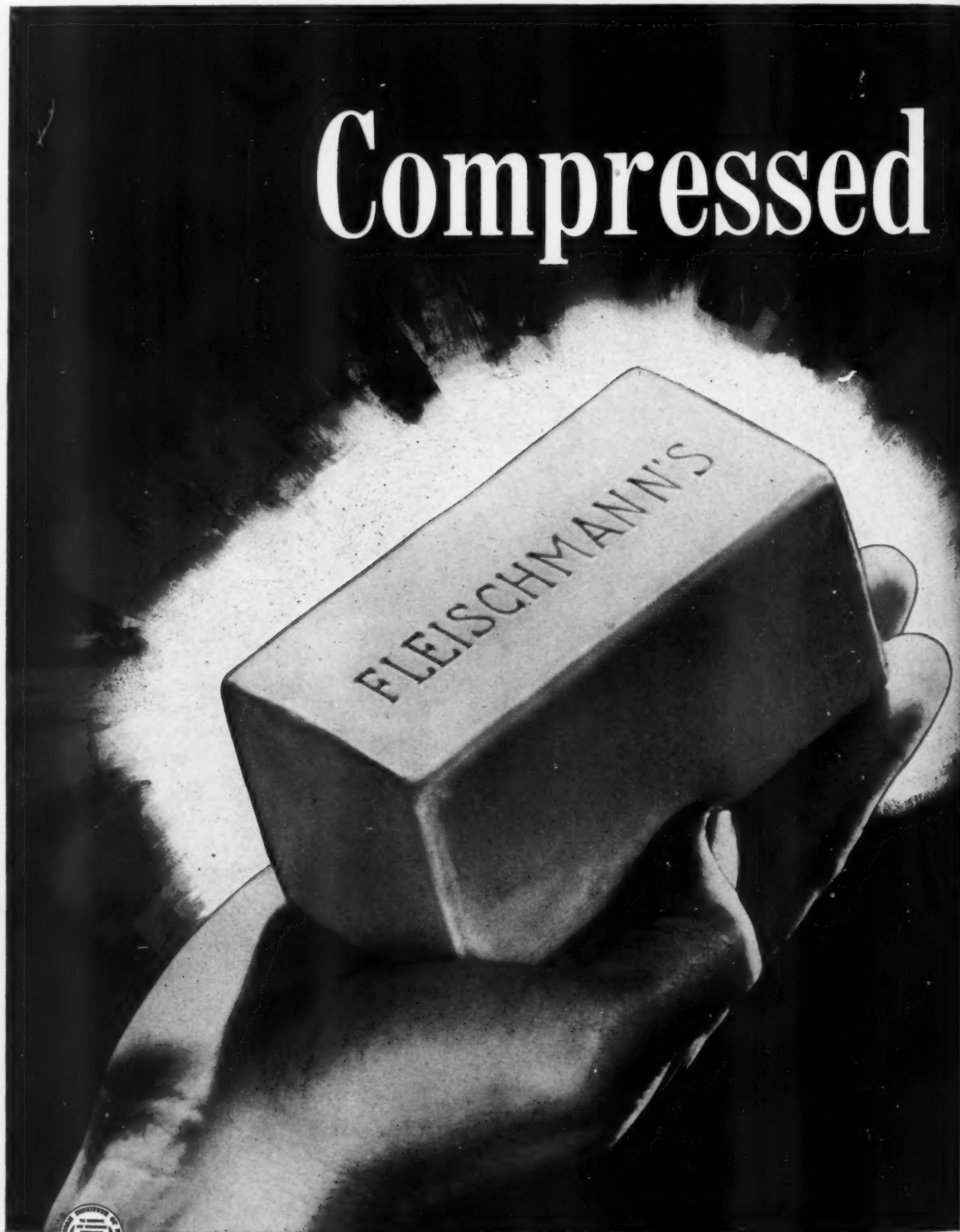
Final speaker on the luncheon program April 15 was Jack Tod, Burling-

ton (Iowa) Baking Co., the governor of the ABA. Mr. Tod cited the value of bakers associations and the need for organized groups, urging bakers to get behind the ABA and to join in BAP activities.

William E. Doty, California Raisin Advisory Board, Fresno, was the featured speaker at the "early birds breakfast" sponsored by the allied trades group, with A. A. Cavey, Inland Mills, Inc., Des Moines, allied chairman, serving as toastmaster of the meeting.

Election of the members of the allied advisory committee for the coming year was announced at the

# Compressed



Member

Make it better... sell more of it with

# FLEISCHMANN'S

breakfast meeting. Named chairman of the allied advisory committee and allied representative to the bakers' association was Ralph Steen, Wesson Oil & Snowdrift Sales Co., Des Moines. Clarence Miller, Standard Brands, Inc., Des Moines, was named vice chairman.

Other members of the allied advisory committee elected are Walter J. Baeppler, Anheuser-Busch, Inc., Des Moines; A. A. Cavey, Inland Mills, Inc., Des Moines; A. M. Christy, Virginia Dare Extract Co., Ottumwa; Tom Dusenbery, Earl E. Dusenbery Co., Des Moines; Charles Flemming, J. W. Allen Co., Clear Lake; Paul

Scholder, Omaha Bakers Supply Co., Omaha, and E. F. Weaver, Procter & Gamble, Des Moines.

The general session held the morning of April 16 was featured by the business session of the Iowa bakers' group, with Mr. Forsberg presiding. Walter Dolch, Morning Glory Bakery, Maquoketa, chairman of the nominating committee presented a plan for the reorganization of the Iowa Bakers Assn. with a full-time paid secretary, a program of intensified service to members and a new dues set-up. The membership voted to accept this plan and also voted to follow the principle for officers of a

wholesaler as president and a retailer as vice president one year, and a retailer as president with a wholesaler as vice president the succeeding year, with this plan operating on an alternating schedule.

New officers of the association are to be elected by mail prior to the May 31 close of the fiscal year.

Separate sessions for wholesalers and retailers were held on both afternoons of the convention.

L. A. Ungles, Ungles Baking Co., Des Moines, served as chairman of the wholesale bakers' sessions. Featured speaker at the wholesale session April 15 was Archie T. Downie,



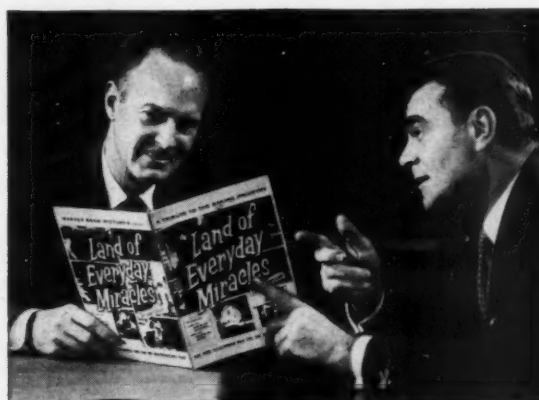
**WINS TOP AWARD**—Paul Fern, Fern Pastry Shop, Washington, Iowa, is shown above with his wedding cake which won the grand prize in the bakery products exhibit held during the recent convention of the Iowa Bakers Assn. at Waterloo. Other first prize winners and their classifications were as follows: Decorated cakes—Norman X. Swenson, Swenson's Pastry Shop, Ottumwa; party favors—Verne Webbeking, Webbeking Bakery, Waterloo; coffee cakes—Paul Fern; sweet rolls—Norman X. Swenson; and specialty breads—Chris Heinichen and W. C. Langlas, Lawn City Bakery, Cedar Falls. In charge of the exhibit was Henry W. Jabusch, Rath Packing Co., Waterloo.



**DEPENDABLE ENERGY.** Its price is constant watchfulness. Above, a sample of growing yeast is drawn from a giant fermenter for laboratory analysis and testing. From selection of the strongest, most energetic yeast culture to final packaging, Fleischmann Technicians constantly guard this living energy.



**OVEN ENERGY.** We have buildings full of test tubes, microscopes and special apparatus—but a standard bake-shop oven is one of our most important testing devices for checking yeast energy. The final baked product gives the ultimate proof of Fleischmann's Yeast's energy—uniformly fine leavening and flavoring action.



**SALES ENERGY.** Fine yeast equals fine baked goods... but to turn those better goods into better sales—and profits—you've got to merchandise them right. Newest sales promotion plan offered to you by Fleischmann ties in with Warner Bros. Technicolor film, "Land of Everyday Miracles"... features Enriched Bread, an "Everyday Miracle." Ask your Fleischmann Man for details.

# Energy..

*ready and able to  
make your dough  
yield uniformly  
better goods*

*Fermentation is our business*

## YEAST

the W. E. Long Co., Chicago, speaking on cost accounting practices. He cited the importance of costs in bakery operations and reviewed what had happened to key cost factors during the past 10 years. Production-per-man-per-hour, he reported, has increased 21% from 1942-1952; average selling prices have increased 77% during that time. But, he warned, direct costs have increased 81% during that 10-year period and the average hourly wage scales in the industry have increased 94%.

"Thus, the hourly pay in the industry has increased 4½ times as fast as the output-per-man-per-hour," Mr. Downie reported. "In addition, sales increased steadily from 1% in 1945 to 3.7% in 1952.

"We believe that a baker must make the kind of bread that people in an area want, that this bread must be made at controlled low costs and sold in such a way as to make sales increases year after year," Mr. Downie said.

He urged bakers to have market surveys made to determine consumer wants and he cited the value of comparing costs between plants and "making cost control pay dividends."

"To get the most value out of cost accounting figures," Mr. Downie said, "the facts must be used and passed on to the individuals concerned. The real secret of controlling costs is a system of daily control. The profits you can earn by increasing efficiency are real, just as real as profits from increasing sales."

The control of sales was the subject of the presentation at the wholesale session the afternoon of April 16.

(Continued on page 24)



# Hand Dropped COOKIES

Drop cookies usually are baked on greased and dusted pans. Dusting will decrease the spread of and will produce a cookie having a round, rather than a thin sharp edge. At times hand dropped cookies are baked on double pans. Baking must be done carefully; because of their richness they are readily over-baked. When removed from the oven the extra pan should be taken away to permit the cookies to cool rapidly. If this is not done, they will dry out to some extent because of the heat retained by the two pans. This type of cookie usually is made larger than the bag type. They should, of course, be sold strictly fresh. A well-planned variety display in the window or showcase is an invitation to sales.



## ALMOND DROPS

### Cream together:

2 lb. granulated sugar  
1 lb. shortening  
 $\frac{1}{2}$  oz. salt  
Vanilla to suit

### Add gradually:

12 oz. whole eggs

### Stir in:

12 oz. ground citron peel  
12 oz. chopped almonds

### Then add:

1 lb. 8 oz. milk

Sift together, add and mix in until smooth:

3 lb. cake flour  
 $2\frac{1}{2}$  oz. baking powder  
Drop out on greased and dusted pans about the size of a walnut. Sprinkle ground or sliced almonds on top. Bake at about 375° F.

## APRICOT HERMITS

### Cream together:

1 lb. granulated sugar  
1 lb. brown sugar  
12 oz. shortening  
 $\frac{3}{4}$  oz. salt  
 $\frac{1}{4}$  oz. cinnamon

### Add:

8 oz. honey

### Stir in gradually:

10 oz. whole eggs

### Then add:

8 oz. milk

### Mix in:

1 lb. 4 oz. ground dried apricots  
12 oz. seedless raisins  
6 oz. chopped candied cherries

### Sift together and mix in:

2 lb. 4 oz. pastry flour  
 $1\frac{1}{2}$  oz. baking powder  
Drop out, about the size of a whole walnut, on greased and dusted pans. Bake on double pans at about 375° F. Note: Soak the apricots for about 20 min. before grinding them.

## APRICOT NUT COOKIES

### Cream together:

3 lb. 4 oz. sugar  
2 lb. shortening  
1 oz. cinnamon  
2 lb. ground dried apricots  
1 oz. salt  
1 oz. soda

### Mix in:

1 lb. whole eggs

### Stir in:

2 lb. 8 oz. milk  
Vanilla to suit

### Add:

8 oz. chopped walnuts

### Sift together and mix in:

3 lb. 8 oz. pastry flour  
8 oz. cocoa

Drop out on lightly greased and dusted pans. Bake carefully at about 375° F. These cookies burn readily so watch them closely during baking.

## BANANA CHOCOLATE CHIP COOKIES

### Cream together:

1 lb. 4 oz. granulated sugar  
8 oz. brown sugar  
12 oz. shortening  
 $\frac{3}{4}$  oz. salt  
 $\frac{3}{4}$  oz. soda

### Add and mix in until smooth:

1 lb. 12 oz. bananas

### Mix in:

12 oz. whole eggs  
Vanilla to suit

### Sift together and mix in:

2 lb. 4 oz. cake flour  
1 oz. baking powder

### Then add and mix in:

1 lb. 12 oz. chocolate chips

Drop out on lightly greased and dusted pans. Bake at about 370 to 380° F.

## BANANA OATMEAL COOKIES

### Cream together:

2 lb. brown sugar  
12 oz. shortening  
 $1\frac{1}{4}$  oz. salt  
 $1\frac{1}{8}$  oz. soda  
 $\frac{1}{4}$  oz. cinnamon  
12 oz. ground raisins

### Add:

1 lb. 8 oz. bananas

### Mix in:

4 oz. whole eggs  
Vanilla to suit  
2 oz. milk

Then mix together, add and mix in until smooth:

1 lb. 10 oz. pastry flour  
4 oz. sugar

Drop out on lightly greased and dusted pans. Bake at about 380° F.

## CHERRY NUT COOKIES

### Cream together:

2 lb. brown sugar  
10 oz. shortening  
10 oz. butter  
 $\frac{5}{8}$  oz. soda  
 $\frac{1}{2}$  oz. cinnamon  
 $\frac{1}{2}$  oz. salt

### Add:

12 oz. whole eggs

### Stir in:

1 lb. milk (liquid)

### Sieve and mix in:

2 lb. 12 oz. cake flour

### Then add and mix in until smooth:

1 lb. fine chopped glazed cherries  
12 oz. chopped walnuts

Drop out on greased and dusted pans, about the size of a walnut. Bake at about 375° F.

## COCOA-NUT COOKIES

### Cream together:

1 lb. 8 oz. granulated sugar  
8 oz. shortening  
8 oz. butter  
 $\frac{1}{2}$  oz. salt  
 $\frac{1}{2}$  oz. soda  
12 oz. ground raisins (seeded)

### Add:

6 oz. whole eggs

### Stir in:

1 lb. milk  
Vanilla to suit

Sift together, add and mix in until smooth:

1 lb. 10 oz. pastry flour  
4 oz. cocoa

### Then mix in:

8 oz. chopped walnuts  
6 oz. fine ground orange peel

Drop on lightly greased and dusted pans. Bake carefully at about 350° F.

## CHERRY HERMITS

### Cream together:

2 lb. granulated sugar  
2 lb. brown sugar  
1 lb. 8 oz. shortening  
1 oz. salt  
 $\frac{1}{2}$  oz. cinnamon

### Add:

1 lb. 4 oz. whole eggs

### Stir in:

1 lb. milk (liquid)

### Add:

2 lb. 8 oz. chopped glazed cherries  
1 lb. 8 oz. small raisins  
12 oz. chopped brazils

### Sift together and mix in:

4 lb. 8 oz. flour  
1 oz. baking powder  
Drop out, about the size of a walnut, on greased and dusted pans. Bake on double pans at about 375° F.

## DATE COOKIES

### Cream together:

3 lb. granulated sugar  
2 lb. shortening  
1 oz. salt  
4 lb. ground pitted dates  
 $\frac{1}{2}$  oz. cinnamon  
 $\frac{1}{8}$  oz. allspice  
 $\frac{1}{4}$  oz. soda

### Add:

1 lb. 4 oz. whole eggs

### Then sift and add:

4 lb. pastry flour  
 $\frac{1}{2}$  oz. baking powder

Then add and mix until smooth:  
12 oz. chopped walnuts or pecans



**Technical  
Editor**

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**A. J. Vander Voort**



Drop out on greased and dusted pans and bake at about 360° F.

### CHOCOLATE NUT COOKIES

#### Cream together:

2 lb. light brown sugar  
1 lb. 4 oz. shortening  
¼ oz. soda  
¾ oz. salt

#### Add gradually:

8 oz. whole eggs

#### Stir in:

10 oz. melted bitter chocolate

#### Sift together:

1 lb. 12 oz. pastry flour  
¼ oz. baking powder

#### Add this alternately with:

1 lb. 4 oz. sour or buttermilk

#### Then stir in:

1 lb. 4 oz. chopped walnuts  
Drop on lightly greased and dusted pans. Bake at about 350° F.

### DATE HERMITS

#### Cream together:

1 lb. granulated sugar  
12 oz. brown sugar  
12 oz. shortening  
½ oz. salt  
¼ oz. cinnamon

#### Add:

10 oz. whole eggs

#### Stir in:

8 oz. milk

#### Add:

1 lb. 8 oz. chopped pitted dates  
12 oz. seedless raisins  
8 oz. mixed peel  
4 oz. chopped glazed cherries

#### Sieve and mix in:

2 lb. 4 oz. pastry flour  
½ oz. baking powder  
Drop out on greased and dusted pans. Bake at about 350° F.

### DATE CHOCOLATE DROP COOKIES

#### Cream together:

3 lb. granulated sugar  
2 lb. shortening  
¼ oz. cinnamon  
1 oz. salt  
1 oz. soda  
1 lb. 8 oz. ground pitted dates

#### Add:

12 oz. whole eggs  
Vanilla to suit

#### Stir in:

2 lb. milk

#### Sift together and mix in:

3 lb. 8 oz. pastry flour  
8 oz. cocoa

#### Then add and mix in:

12 oz. chopped walnuts or pecans  
Then drop out on greased and dusted pans. Bake at about 360° F.

### HONEY ORANGE NUT COOKIES

#### Cream together:

1 lb. 8 oz. granulated sugar  
1 lb. butter  
8 oz. shortening  
½ oz. soda  
½ oz. salt  
¼ oz. cinnamon

#### Add gradually:

12 oz. whole eggs

#### Stir in:

3 lb. honey  
4 oz. liquid milk (variable)

#### Sift together and add:

4 lb. pastry flour  
1 oz. baking powder

#### Then add:

1 lb. ground glazed orange peel  
8 oz. ground pecans  
8 oz. honey

Drop out on lightly greased and dusted pans. Bake at about 380° F.

Note: The orange peel, ground pecans and honey should be mixed together and soaked for about 30 min. before adding them to the dough.

### FRUIT COOKIES

#### Cream together:

3 lb. 12 oz. sugar  
1 lb. 8 oz. shortening  
1 ¼ oz. salt  
1 ½ oz. soda  
¾ oz. cinnamon  
¾ oz. nutmeg

#### Add:

1 ½ oz. eggs

#### Stir in:

8 oz. molasses

#### Add:

2 lb. 6 oz. buttermilk

#### Sift and add:

5 lb. flour

#### Then add and mix in:

1 lb. 8 oz. seedless raisins  
Drop out on greased and dusted pans and bake at 375° F.

### FRUIT DROPS

#### Cream together:

3 lb. sugar  
2 lb. butter  
¾ oz. soda  
¼ oz. cinnamon  
1 lb. 8 oz. ground seeded raisins  
Vanilla to suit

#### Add gradually:

1 lb. 8 oz. eggs

#### Add and mix in:

3 lb. 12 oz. cake flour  
1 lb. chopped nut meats  
1 lb. 8 oz. chopped glazed cherries  
1 lb. 8 oz. seedless raisins  
Drop out on greased and dusted pans and bake at about 370° F.

### OATMEAL DROPS

#### Cream together:

2 lb. 4 oz. granulated sugar  
12 oz. butter  
12 oz. shortening  
1 lb. 4 oz. ground seeded raisins  
¾ oz. soda  
¼ oz. cinnamon  
Vanilla to suit

#### Stir in:

12 oz. whole eggs

#### Add:

1 lb. milk

#### Then add:

1 lb. 4 oz. oatmeal

#### Sieve together and mix in:

1 lb. 8 oz. cake flour  
1 lb. 8 oz. bread flour  
Drop out on lightly greased and dusted pans, about the size of a walnut. Bake on double pans at about 360° F.

### RAISIN TOP COOKIES

#### Cream together:

2 lb. 12 oz. sugar  
1 lb. shortening  
¾ oz. ammonia  
¾ oz. soda  
1 oz. salt  
Vanilla and lemon flavor to suit

#### Add:

6 ½ oz. invert syrup or honey  
6 ½ oz. eggs

#### Stir in:

1 lb. 3 oz. milk

#### Sift, add and mix in:

3 lb. 12 oz. cake flour

Drop out in desired size on a pan filled with seedless raisins which have been soaked and drained. Then place on lightly greased pans and bake at about 375° F.

### RAISIN HERMITS

#### Cream together:

1 lb. 8 oz. granulated sugar  
1 lb. 2 oz. brown sugar  
1 lb. 2 oz. shortening  
¾ oz. salt  
¾ oz. cinnamon

#### Add gradually:

1 lb. whole eggs

#### Stir in:

12 oz. milk

#### Add:

2 lb. 8 oz. seedless raisins  
1 lb. chopped dates  
12 oz. diced mixed peel  
8 oz. chopped glazed cherries

#### Sift together and fold in:

3 lb. 8 oz. flour  
¾ oz. baking powder

Drop out on greased and dusted pans. Bake at about 350° F.

### RAISIN NUT COOKIES

#### Cream together:

2 lb. brown sugar  
10 oz. shortening  
10 oz. butter  
¾ oz. soda  
¼ oz. mace  
1 oz. cinnamon  
½ oz. salt

#### Add:

12 oz. whole eggs

#### Stir in:

1 lb. milk  
3 lb. flour

#### Sieve and mix in:

1 lb. 8 oz. ground raisins  
8 oz. chopped walnuts

Drop out on greased and dusted pans, about the size of a walnut. Bake at about 375° F. If a flatter cookie is desired, use only 2 lb. 12 oz. flour.

### RAISIN CHOCOLATE COOKIES

#### Cream together:

1 lb. 10 oz. granulated sugar  
1 lb. shortening  
½ oz. cinnamon  
½ oz. salt  
½ oz. soda  
12 oz. ground seeded raisins

#### Add:

6 oz. whole eggs  
1 lb. milk  
Vanilla to suit

#### Mix in:

4 oz. ground walnuts  
1 lb. seedless raisins

#### Sift together and mix in:

1 lb. 12 oz. pastry flour  
4 oz. cocoa

Drop out to desired size on greased and dusted pans. Bake carefully at about 360° F.

### RAISIN HERMITS

#### Cream together:

1 lb. granulated sugar  
12 oz. brown sugar  
12 oz. shortening  
½ oz. salt  
¼ oz. cinnamon

#### Add:

10 oz. whole eggs

#### Stir in:

8 oz. milk

#### Add:

2 lb. 8 oz. seedless raisins  
8 oz. diced mixed peel

#### Sift and mix in:

2 lb. 4 oz. flour  
½ oz. baking powder

Drop out on greased and dusted pans. Bake at about 350° F.

### RAISIN COOKIES

#### Cream together:

1 lb. 8 oz. granulated sugar  
1 lb. shortening  
½ oz. salt  
2 lb. ground seeded raisins  
¼ oz. cinnamon  
¼ oz. allspice  
¼ oz. soda

#### Add:

10 oz. whole eggs

#### Stir in:

8 oz. milk

#### Add:

4 oz. ground walnuts

#### Sift, add and mix in:

2 lb. pastry flour

Drop out to desired size on greased

and dusted pans. Bake at about 360° F.

### WALNUT DROPS

#### Cream light:

2 lb. granulated sugar  
1 lb. shortening  
3 oz. milk solids (non-fat)  
½ oz. salt

#### Add gradually:

12 oz. whole eggs

#### Stir in:

1 lb. 8 oz. water

#### Sieve together and add:

3 lb. flour  
2 oz. baking powder

#### Fold in and mix until smooth:

1 lb. fine ground citron  
1 lb. 8 oz. chopped walnuts

Drop out on lightly greased and dusted pans about the size of large walnuts. Sprinkle chopped walnuts on the top of the cookies and bake at 375° F.

### WHOLE WHEAT CHOCOLATE COOKIES

#### Cream together:

3 lb. granulated sugar  
12 oz. butter  
12 oz. shortening  
¾ oz. salt  
Vanilla to suit  
¾ oz. soda

#### Add gradually:

1 lb. whole eggs

#### Stir in:

8 oz. milk

Blend together and add, mixing slightly:

4 lb. whole wheat flour  
¾ oz. baking powder

#### Then add and mix until smooth:

8 oz. melted bitter chocolate

Drop out on lightly greased pans. Bake at 360 to 370° F.

### WALNUT-DATE COOKIES

#### Cream together:

2 lb. brown sugar  
10 oz. shortening  
10 oz. butter  
¾ oz. soda  
¼ oz. mace  
1 oz. cinnamon  
½ oz. salt

#### Add:

12 oz. whole eggs

#### Stir in:

1 lb. milk

#### Sieve and mix in:

2 lb. 12 oz. cake flour

#### Then add and mix in until smooth:

1 lb. chopped dates  
12 oz. chopped walnuts

Drop out on greased and dusted pans, about the size of a walnut. Bake at about 375° F.

### WHOLE WHEAT OATMEAL COOKIES

#### Cream together:

1 lb. 8 oz. brown sugar  
1 lb. shortening  
6 oz. ground seeded raisins  
½ oz. soda  
¼ oz. cinnamon  
½ oz. salt

#### Add:

6 oz. whole eggs

#### Stir in:

10 oz. honey  
4 oz. milk  
Maple flavor to suit

#### Mix together and add:

12 oz. oatmeal  
1 lb. flour (pastry)  
1 lb. whole wheat flour  
¼ oz. baking powder  
6 oz. fine chopped walnuts

Drop out on lightly greased and dusted pans. Bake on double pans at about 360 to 370° F.

# In the . . . Industry Spotlight . . . by Bill Lingren

## Fair Play on Wholesale Racks

When a competitive wholesale bakery route salesman musses up a fellow wholesale baker's display, that hurts his business as well as his competitor's. This is only one of the points brought home by Harry W. Zinsmaster, Zinsmaster Bread Co., Duluth, in his address to the bakers attending the recent convention of the Iowa Bakers Assn. at Waterloo. Mr. Zinsmaster makes a good point. Most super markets have a baked foods department, and any such tactics simply drive the consumer from the wholesale bread display to the bakery products department of the super market, he pointed out. What is good for the independent baker is generally good for the whole industry, Mr. Zinsmaster said, and we will move forward only as fast as the industry goes ahead.

The former ABA chairman also had some interesting facts to report in regard to the extent price plays as a factor in the sale of bakery products. He reported the results of a recent national survey which indicated that the consumer was first interested in cleanliness in buying food for her family. Mrs. Housewife then listed friendliness; proper attractive display; quality and lighting in that order as the important factors in a housewife's mind as she enters a retail store to shop for groceries and bakery products. Sixth place on her list went to price.

"Price was a boogymen in 1916," Mr. Zinsmaster said. "It is something of a boogymen today and will always play a real part as a genuine sales fundamental. But our prices must be based on costs plus a profit because no business can long endure without the latter."

Mr. Zinsmaster told his audience that he looks forward to the future of the baking industry "with more confidence and more enthusiasm than I ever did."

## A Respected "Voice" of Bakers

Officials of the Bakers of America Program have prepared a little 12-page booklet designed to explain the story of the program to the baking industry. In addition to outlining the purposes and inter-related phases of the Bakers of America Program, the booklet reports on some of the accomplishments of the program after five years of its operation.

The program, it is reported, has obtained unprecedented support of the American Medical Assn. and outstanding leaders in human nutrition; it has built a ready acceptance and wide usage for bakery foods literature by educators, federal and state nutrition agencies; it has established better "press" through magazine, newspaper, radio and television; it has received a record number of advertising and merchandising assists from related food manufacturers; it has obtained uncountable man-hours of merchandising help from other food manufacturers and distributors; it has launched a protective campaign to squelch misleading food fads; it has encouraged and assisted in the promotion tie-ins by allied suppliers; it has distributed hard-hitting bakery foods advertisements into every home in America; and it has re-awakened thousands of grocers on the profit potential of well-run, well-positioned bakery department in their stores.

The booklet should be read by all bakers who are subscribing to the program and by all bakers who should be supporting the program in a financial way. It presents the Bak-

ers of America Program in its true light of having matured into a respected "voice" of the nation's industry reaching to the industry's consumers.

## ABA Objectives Outlined

A new pamphlet explaining the American Bakers Assn. has also been prepared and is of interest to all bakers. The pamphlet explains what the American Bakers Assn. is, what it does, who runs it and how members benefit by its activities.

It takes more than money or people to make an organization thrive and grow for more than half a century. It takes objectives and sound principles that are in the public interest.

The ABA's objectives as outlined in its by-laws meet this test and the operations of the association in the past are a significant testimony to the value of the ABA to the industry. Only a national association, representing all branches of the baking industry, can assure members of the benefits they deserve from their association contributions.

## Which Are the "Finest Bakeries"?

The National Bakery Suppliers Assn. is sponsoring a nationwide contest to find "America's finest retail bakeries." Here is a contest that alert retail bakers should take the time to enter because a small investment in time and effort will pay big dividends to winning retailers.

The judges will consider entries on the basis of adequate and efficient equipment, sanitation features, ingenuity in meeting special problems, attractiveness of store area and efficiency of store fixtures, in addition to other points. Bakeries will be judged fairly in competition with retail establishments in the same annual sales volume bracket as their own.

The contest closes at midnight May 31. Any member of the National Bakery Suppliers Assn. or a member's representative is available for assistance in completing entries.

## Price Problems in Other Lands, Too

After more than a year of waiting, the nation's bakers last month received a new price regulation from the Office of Price Stabilization. Controlled selling prices and rising ingredient prices and labor costs have been major problems for the baking industry during the past several months.

It is of interest to note that U.S. bakers are not alone in this regard. A United Press dispatch from Buenos Aires recently reported that the National Price and Wages Commission of Argentina had agreed to reconsider its ceiling price on bread after bakers complained it would not cover their costs.

The problem, it seems, is universal.

## William A. H. Schmidt Elected Head of South Dakota Bakers

SIOUX FALLS, S.D. — Approximately 100 bakers and allied tradesmen braved severe flood conditions here April 8 to attend the 1952 annual convention of the South Dakota Bakers Assn. at the Cataract Hotel. Although flooded roads to the west

prevented many bakers from attending, association officials were pleased with the convention which featured a full day of sessions followed by the annual banquet and dinner dance in the evening.

William A. H. Schmidt, Schmidt



**SOUTH DAKOTA OFFICERS**—Officers of the South Dakota Bakers Assn., elected at the group's recent convention in Sioux Falls, are shown above. Left to right, they are: William A. H. Schmidt, Schmidt Brothers Bakery, Canton, S.D., president; Joseph Sokel, Federal Bake Shop, Sioux Falls, vice president, and Lex Quarnberg, Tri-State Milling Co., Rapid City, S.D., secretary.

Bros. Bakery, Canton, S.D., was elected new president of the association at the annual business meeting, a final feature of the afternoon session. New vice president is Joseph Sokel, Federal Bake Shop, Sioux Falls. Lex Quarnberg, Tri-State Milling Co., Rapid City, was reelected secretary of the association.

New directors named are as follows:

Wally Echlien, Arlington (S.D.) Bakery; William Fletcher, Fletcher Baking Co., Rapid City; Bert Johnson, Johnson's Bakery, Yankton; Flomer Christensen, Jacobsen Bakery, Vermillion; Melvin Istas, Istas Bros. Bakery, Madison, S.D., and Jack Horchler, Horchler Bakery, Watertown.

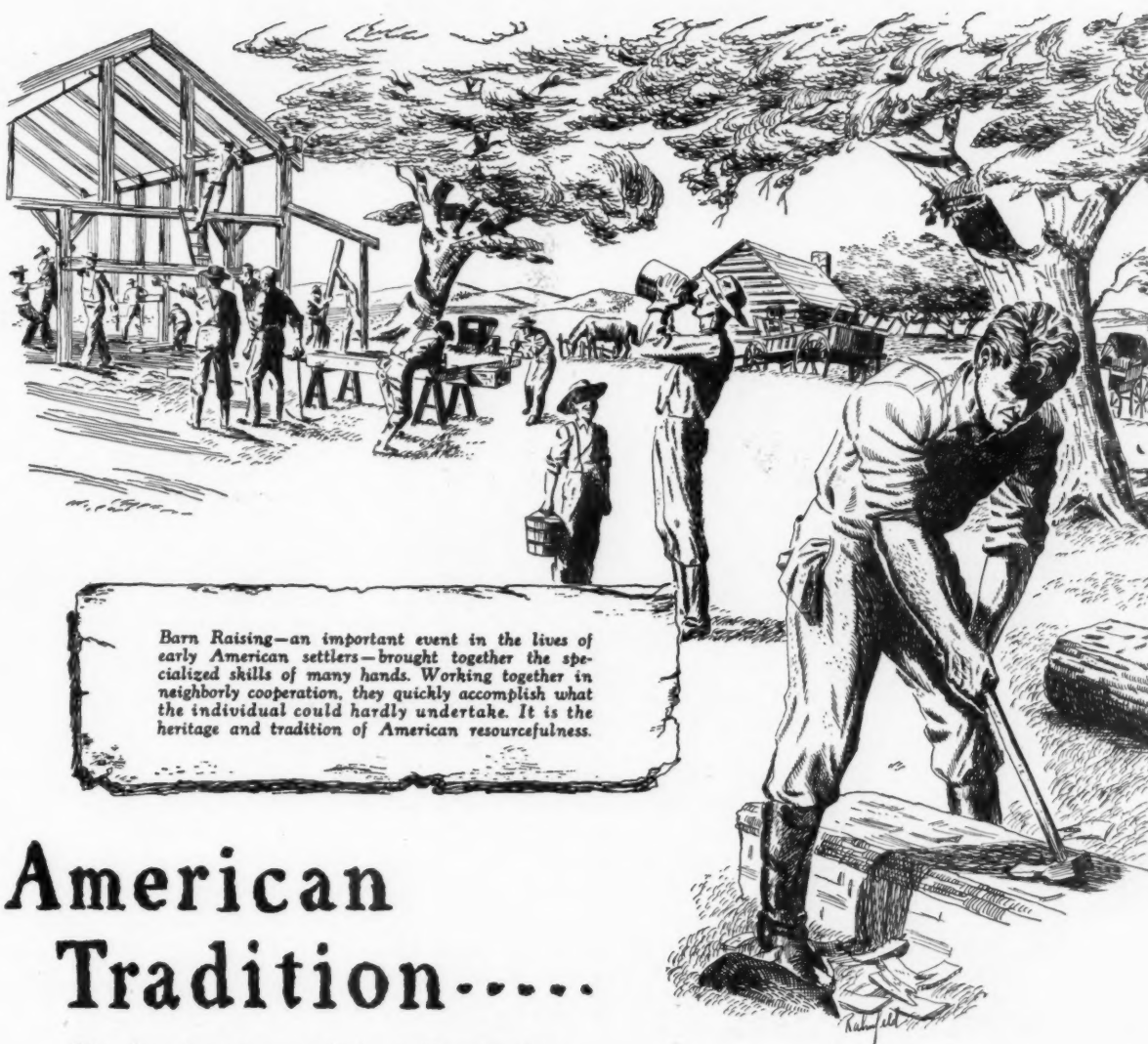
Folmer Christensen, Jacobsen Bakery, Vermillion, retiring president of the association, served as chairman of the morning session of the convention, which featured a demonstration of rolls and sweet goods. Presenting the demonstration was F. A. Shafers, Standard Brands, Inc.

Guest speaker at the buffet luncheon was Forest Wilke, Wilke Bakery, Beatrice, Neb., who offered his listeners advice on plans to diversify business operations. Subject of his talk was "Don't Put All Your Eggs in One Basket." Toastmaster of the luncheon was William Schmidt.

Darcy Cook, Cook's Bakery, Redfield, S.D., was chairman of the afternoon session. Opening feature was a panel discussion on frozen baked goods, with H. S. Hansen, Omaha Bakers Supply Co., Omaha, as chairman of the panel. Bakers taking part

(Continued on page 63)





Barn Raising—an important event in the lives of early American settlers—brought together the specialized skills of many hands. Working together in neighborly cooperation, they quickly accomplish what the individual could hardly undertake. It is the heritage and tradition of American resourcefulness.

## American Tradition.....

This fine American tradition is likewise the working principle in Flour Mills of America. The joining together of many flour mills, each with its own particular facilities for the milling of fine bakers flours, under one executive responsibility and control, is a distinct contribution to baking progress.

Millions of bushels of good wheats from which to select the best for modern baking values, modern scientific and technical controls in milling production, and high standards of uniform baking performance, assures the American Baker of unexcelled service in a wide variety of dependable flours, control-milled to meet his particular needs.

Depend on Flour Mills of America for *Performance Flours*.

# Flour Mills of America, Inc.

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Kansas Flour Mills Co., Kansas City, Missouri; Great Bend  
Fort Scott, Larned, Kansas; Alva, Oklahoma.  
Valter & Spies Milling Co. and Sleepy Eye Mills, St. Louis, Mo.



**fine CAKES  
and PASTRIES make  
PLEASED CUSTOMERS**



### Macaroons

One of many  
quick-selling baking items  
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**Genuine\* ALMOND PASTE**

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**HENRY HEIDE**

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New York, N. Y.

\*Reg. U. S. Pat. Off.



**NEW GOLF TROPHY**—Presentation of the "C. F. Altstadt Championship Trophy" for competition in the Iowa Bakers Assn. golf tournament was a feature of the recent Iowa Bakers Assn. convention at Waterloo. The trophy is sponsored by International Milling Co., honoring the late C. F. Altstadt, a pioneer Iowa baker and a past-president of the Iowa bakers' group. Shown in the picture above with the trophy are, left to right: Walter Lanpher, International Milling Co., Minneapolis, who presented the trophy; Harry W. Zinsmaster, Zinsmaster Bread Co., Duluth, Minn., a featured speaker at the convention; Charles E. Forsberg, Altstadt & Langlas Baking Co., Waterloo, current president of the Iowa Bakers Assn.; William H. Langlas, Altstadt & Langlas Baking Co., Waterloo, who accepted the trophy for the association, and William Clemens, Trausch Baking Co., Dubuque, who spoke at the convention. Mr. Langlas and Jack Tod, Burlington (Iowa) Baking Co., were named co-chairmen of a committee to plan the association's golf tournament to be held in June at Sunnyside Country Club, Waterloo.

### Iowa Convention

(Continued from page 19)

Presenting the subject were E. J. Sperry and Lloyd R. Wolfe of "Sperry's Personal Opinion," Chicago. The material presented was taken from a recent Sperry "School of Bakery Sales Management."

Mr. Sperry cited the sharp increase of sales in the last year from 3% in 1950 to 3.8% in 1951. This is an increase of 320,000 daily, he pointed out, or 99,840,000 increased sales yearly. The increase from 1950 to 1951 represents a total of \$14 million increased loss in sales in the wholesale baking industry of this country, he pointed out.

The total sales of the baking industry amount to 474 million yearly, or approximately \$68 million of sales loss in material costs alone.

"The increased cost of sales loss in the last year plus the increased cost of labor," Mr. Sperry pointed out, "is about equal to the decrease in net profit that most wholesale bakeries have experienced."

Mr. Sperry reported the availability of a "sales reduction contest" which he is sponsoring, furnishing all materials including prizes. He urged wholesalers to "wage war" on the sales problem to reduce "this costly profit leak."

#### Dough Retarding Panel

Chairman of the retail session of the afternoon of April 15 was Norman X. Swenson, Swenson's Pastry Shop, Ottumwa. Feature of the session was a panel discussion on dough retarding, with George Chussler, Bakers Weekly, Chicago, serving as chairman of the panel. Participants in the panel were Herman Dressel, Dressel Bakeries, Inc., Chicago; O. L. Green, J. W. Allen & Co., Chicago; Irving Cohler, D. A. Matot, Inc., Chicago; Robert Jackson, Ideal Pastry Shop, Marshalltown; Charles Thornton,

Sweetheart Bakeries, Clinton, and Paul Fern, Fern Pastry Shop, Washington, Iowa.

Mr. Cohler talked on the construction of freezers and how they differ from home-type refrigerators.

Mr. Dressel reported on the use of freezers in his multiple-unit-retail operation in Chicago.

Chairman of the retail session the afternoon of April 16 was Walter Dolch, Morning Glory Bakery, Maquoketa. Feature of the program was a panel demonstration and discussion on sweet goods.

Frank Shaffer, Standard Brands, Inc., Kansas City, presented a discussion on Danish rolls, stressing the importance of quality.

Frank Helmer, Wesson Oil & Snowdrift Sales Co., Chicago, spoke on "new cookie recipes," pointing out the sales opportunities in cookies. He urged bakers to adopt simplicity in make-up procedures and he cited the importance of a good variety of cookies to a successful sales and merchandising program for this type of bakery product.

#### Quality Stressed

Orville J. Pickens, Wilson & Co., Chicago, spoke on layer cakes. He also stressed the importance of quality in cakes and pointed out also the necessity for "know-how" in production of quality cakes. Mr. Pickens cited the market for cakes that satisfy the consumers tastes.

#### Two Films Shown

Two new films promoting the baking industry were shown during the convention. The first, shown the morning of the opening day, was "The Mark of C," a 30-minute film recently released by Anheuser-Busch, Inc. Presenting the film at the convention was F. Robert Grant, Anheuser-Busch, Inc., Omaha.

The Standard Brands film, "Land of Everyday Miracles," was shown during the morning session April 16. Clarence Miller, Standard Brands, Inc., Des Moines, presented the film.



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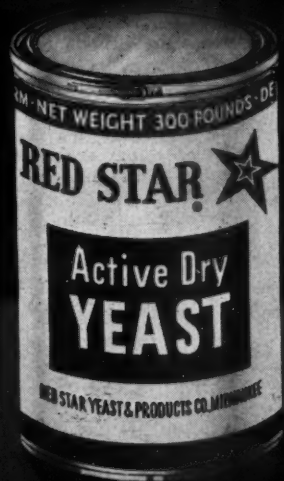
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## Bakery Merchandising

# Better Packaging Equals More Space

**T**HE baking industry is going to hear much about better packaging in the immediate future. There is a growing demand for package improvement, stemming directly from the retail food field through which the vast majority of baked products reach the ultimate consumer. Backing up this demand for better packaging is a persistent and growing consumer refusal to purchase baked goods which are not properly packaged from the standpoint of both product protection and eye appeal.

The grocers are basing their demand for better packaging on the fact that a streamlining and simplification of packaging is necessary if baked goods are to maintain their relative position in the store, to say nothing of securing any increase in space.

Many grocers are definitely resisting any attempt on the part of the bakers to secure more space with the quite justifiable claim that they are not using properly the space which they now have allotted to them in most stores.

The consumer plea for better packaging is taking a different and less articulate form. The advent of Brown 'n Serve products undoubtedly has had much to do with this new consumer demand for better packaging. In many areas, poor packaging almost eliminated some Brown 'n Serve products from the competitive markets. The public is beginning to shy away from baked products packaged in materials which allow moisture to seep into the product; which absorb grease and moisture from the product, or which impart to the product certain "off" odors coming from the package itself.

### Better Packaging Ahead

Right now these demands are mere straws in the wind—but the wind is definitely blowing up into a considerable storm. Someone has very wisely said that "trends are history in the making." While there is no record of anyone having said that despite our



Harvey H. Robbins

reverence of tradition, as a people we pay little attention to trends until the events they forecast are upon us, it might well have been said.

All of the foregoing is a sort of preamble—a stage setting, if you please—for a brief resume of some of the trends in package improvement here and there in the baking industry. These isolated instances, in the opinion of this observer, forecast what may be expected in the months ahead.

The battle for more space for baked goods in the retail food store continues. However, the grocer himself is today in the midst of a battle of his own for more space for everything. The recent trend toward self-service meat, for example, has caused a space problem in the retail food store. So has the rapid increase in the number of frozen food items. Even the development of concentrated fruit juices has caused a change in food store space habits. For example, a can of fruit juice concentrate containing the equivalent of the juice of a dozen oranges thus releases the space formerly occupied by a dozen oranges. The enterprising grocer has been quick to realize these facts and has revamped his produce display accordingly by reducing to some extent, the space heretofore devoted to fresh oranges.

The same is true of frozen produce items in the frozen food line. Spinach, broccoli, kale, and similar leafy and bulky items are now found principally in the frozen food containers, with less and less space being devoted to their fresh counterparts. And so it goes — a constant realignment of space in the modern store. And more and more stores are shifting to self-service with the result that many old stand-bys in the counter delivery stores have given up their old habits and donned the garb of modernity. In most cases it is proving profitable.

During 1950, according to a survey made by Progressive Grocer, a grocery periodical, the largest gain in sales in the food field was made by the independent self-service stores. Countless examples can be given of individual stores where complete modernization has resulted in relocation of many departments and far-reaching changes in space allocation.

### Lack of Experience Shown

In some of these instances baked goods have come out second best. Much of this failure of baked goods to hold their own has been due to the ingrained habits of the bakers and sales forces. For the most part bakers are not equipped to render advisory layout service to store operators. It is a fact that when some store equipment men get a chance to revamp a store, they go all out for expensive equipment which turns in to them a pretty fair profit, but which as a rule leaves the grocer still at

sea so far as his bakery department is concerned.

A contributing cause to this neglect of the baked goods department has been the steady indoctrination of the merchant by the average baker in most sections of the country to "let us do the worrying about your baked goods. Just let us handle the situation." The result is that in many cases a sorry mess has been made of the whole affair. By overloading the grocer with bread and other items, by odd-sized, oversized packaging, and in many instances by putting out packages manifestly unfit for the use to which they are put, bakers have succeeded in almost completely euchring themselves out of a lot of space which they and the grocer both need.

### Baking Displays a Focal Point

It is strange but true that the finest baked goods departments, both from the standpoint of size and location, are found in the supermarkets and chain stores where baked goods sales admittedly are far less on a percentage basis to the total sales than in the small- to medium-sized stores.

Part of this condition is no doubt due to the fact that these store operators, fully realizing the traffic and profit-building potentialities of baked goods, give them the space they deserve, but they give it to them on a far more scientific basis than do the smaller stores. The equipment engineers working for the supers and chains are working for the stores' interest. They give baked goods a prominent place because, in their

traffic scheme, the baked goods department becomes a focal point around which a lot of other purchase decisions are made. The prominence they give baked goods indicates this.

Then, too, the stores as a rule have full control over the type, amount and packaging of all baked goods they display. Most of the larger chains and supers have their own baked goods departments. From the standpoint of packaging and space conservation and utilization through intelligent package design, they have in most cases done a superlative job.

### Package Redesign Pays Off

The records of the major packaging companies are replete with stories of individual bakers who have made major revampings of their whole package setup. Many have designed special functional packages which provide every advantageous feature necessary for the proper packaging of baked goods.

One of the outstanding of these bakeries is the Muller Grocers Baking Co., Grand Rapids, Mich. Its packages are "eye catching"—particularly its Brown 'n Serve cartons. They have given the whole industry a mark to shoot at, and a number of other bakers are running them a close second.

Even in the retail field an interesting experiment is the conversion of Allen's Cake Box, Elizabeth, N.J., to a complete self-service operation and its adoption of a definitely standardized line of laminated packages. To term this an experiment is an understatement because it is definitely out of the experimental stage and is now a proved success. This bakery, the first fully self-service retail bakery in the East, has done a remarkable job of streamlining and simplifying its



**MEETS COMPETITION**—Competition from imported pastries which plague cities and towns outside metropolitan areas is met by Harve's Bakery, Enid, Okla., with this large billboard just outside the business section on a main street. "Our Delicious Pastries Are Hours Fresher," the sign informs the public. In the bottom strip beside "Which Is Fresher" are shown two lines with a little truck on each. On the top, a short line "Harve's to You" is shown, with 5 miles as the trip limit. On the bottom line "Bakery to You" a long line with a tiny truck has a designation of 200 miles.



packages. They package a complete line of baked goods which includes layer-cake types, one pie size, two coffee rings, and one rum coffee cake, along with the buns, cup cakes (two sizes), Danish items and turnovers—a total of more than 20 items for which only nine package sizes are used.

These packages were planned with a definite idea of securing the greatest amount of product protection with the least possible space displacement. In addition to the considerable volume in all of these products which the bakery has at the retail level, Allen's is serving six independent supermarkets in outlying districts, using the identical boxes which they use in their self-service bakery.

The public acceptance of these products in the supermarkets has been little short of phenomenal. When it is realized that these items are priced considerably above the market on other baked products available in the same markets, the significance of this combination of high quality of both product and package becomes apparent. The success of this bakery has been built on quality and the fact that it could convert to complete self-service with a package cost of two to three times that under service operation.

#### Packaging at the Retail Level

At the same time it shows a steady increase under self-service with products priced to include the new packaging costs. It may be the beginning of an epoch in the retail field. Packaging had a lot to do with its successful conversion to self-service.

Another bakery which has met much success in streamlining and simplifying its packaging is the Piper Baking Co. in Chicago. Arthur Luxem, Sr., general manager, states that with the simplification of his packaging and the resultant adoption of two Brown 'n Serve package sizes and two package sizes for the firm's sweet goods line, it was able to completely package its entire line consisting of more than 20 regular product features. A total of 11 Brown 'n Serve items are packaged in two sizes of trays. The balance of the line of sweet goods, consisting of five varieties, is packaged in two sizes of cartons. All of these are of laminated materials. Mr. Luxem says that the resultant savings in packaging costs, due to the streamlined wrapping procedure, more than offset any increase in cost of good packages as compared to those of inferior or unsuitable materials.

These are trends—straws in the wind—pointing the way to the answer to the grocer's plea for better packaging—packaging with all of the qualities possessed by those of the companies mentioned.

One more step remains, i.e., a thorough simplification of package sizes so that the economy of existing space in the retail food store becomes an accomplished fact. This must be done if the baking industry is to hang onto its present space and find room for the introduction of such new items as may be developed in the future. The days are about gone when a baker, no matter what his intentions, can place a 9-in. cake into a 12-in. cake box, inches higher than necessary, and expect to find ready acceptance for such package in the store or in the eyes of the consumer.

This whole field would make a fruitful area of activity for the wholesale cake branch of the American Bakers Assn. through a "task group" of bakers, box manufacturers and grocers.

## Pillsbury Plans Heavy Promotion for Ice Cream Parfait Pie

A big push to bakers' summer sales is expected with the acceptance of a new "ice cream parfait pie" which industry suppliers hope will challenge ice cream, gelatin, and fresh fruit as summertime desserts.

As many as 300 variations of the basic recipe are available, according to Pillsbury Mills, Inc., which developed the formula and merchandising plan, by altering the flavors of the ice cream, gelatin powder, and fruits which go into the pie.

Pillsbury has sought to combine these usual summer desserts into a bakery product that will recapture some of the market. The baking industry will benefit by the considerable publicity promoting the new pie, the company feels, as well as by the tie-in merchandising by the firms supplying the other ingredients that make up the pie, which can be produced very simply.

The method, adapted especially for use by bakers, was demonstrated to the bakery trade press in Chicago simultaneously with a demonstration to food editors in New York, April 23.

The pie filling method is a simple blending of ice cream with hot dissolved fruit-flavored gelatin. Any flavor of gelatin can be combined with dozens of ice cream flavors, and appropriate fresh, frozen or canned fruits can be blended into the filling mixture. After the blending of ingredients, a short refrigeration period for setting the filling produces an attractive, eye-appealing pie.

This new pie is being placed before the eyes of housewives in the most widespread and attention getting manner, Pillsbury says.

It will have the heaviest advertising ever put behind a food idea, and will receive broad publicity from food editors in newspapers and magazines where already several are planning features.

This presentation of a new food idea to the nation's consumers offers "a tremendous opportunity for bakers to cash in on the promotion. It will offer those bakers, interested in the sale of pies, a chance to step up their pie business, and get into the pie market in a bigger way than ever before."

Special promotion material has been prepared by Pillsbury for bakers' use. It is aimed to catch the housewives' eye, and point out that the baker is carrying this new pie that she has been reading and hearing so much about.

One of the immediate attractions of the new pie is the summertime ap-



**DISPLAY AIDS**—A novel touch to display aids is being used by Pillsbury Mills, Inc., in the bakers point-of-sale material for the ice cream parfait pies. The large window poster, shown in the center of the display above, is intended to be surrounded with the four cutouts of children's heads, drawing attention to the selling poster at the same time it appeals to the housewife. Since the parfait pies will be available in so many flavor combinations, it is suggested that the placard at the bottom of the display be used to call attention to the day's special.

peal in its use of ice cream and fruit. Pillsbury's promotion of the pie and the publicity around it, will continue over the summer months. The company hopes it will become a highly successful item, for bakers who can make this type of pie, and for those supplying the hotel and restaurant trade.

Pillsbury's promotion on behalf of bakers provides a kit of material free to bakers, with more available for re-order at cost. A bakers' formula for the new pie follows:

#### ICE CREAM PARFAIT PIE (Formula for 16 8-in pies)

- 5 lb. liquid—Fruit juice, water or combination to give a variety of flavors.
- 1 lb. 8 oz. fruit-flavored gelatin—Use the flavor that best combines with the choice of fruit.

1 gal. ice cream—Use the flavor that best combines with the choice of fruit.

6 lb. fruit\*—Whole or cut to appropriate size.

\*Fresh fruit—any kind except pineapple.

Frozen fruit—any kind except pineapple. Be sure it is drained of all juice.

Canned fruit—any kind of fruit may be used. Be sure it is drained of all juice.

**METHOD:** Bring water to boil, remove from fire and add fruit-flavored gelatin, stirring until dissolved. Add cut up ice cream to hot liquid and stir until melted. Chill until mixture is thickened but not set. Fold in prepared fruit. Divide filling into cooled, baked 8-in. pie shells. Chill until firm. Top with whipped cream and additional fruit if desired.



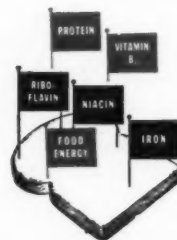
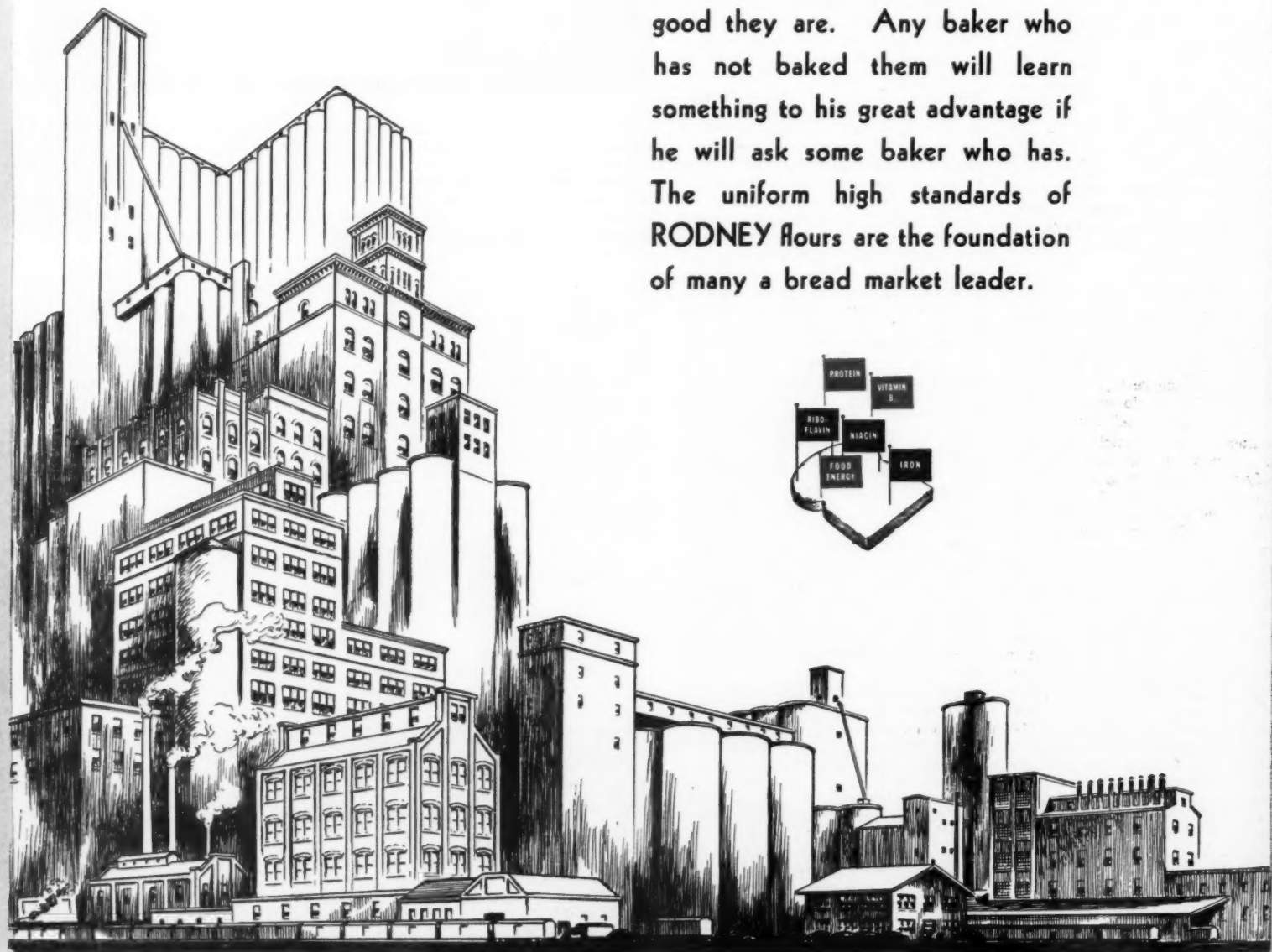
**ICE CREAM PARFAIT PIE**—A bakery product intended to supplant ice cream and fresh fruit for summertime desserts has been developed by Pillsbury Mills, Inc. The pie will receive extensive promotion to consumers, but the company is laying elaborate plans to assist the baking industry in cashing in on the promotion. Bakers will be able to supply the baked pie shell in quantity, or can capitalize extensively on the publicity being given the product by supplying the completed pie.

#### DOUGHNUT VARIETIES

Robert C. Dannis, owner of two Dannis Doughnut Shops in Oklahoma City, Okla., now makes 15 varieties of doughnuts. They include plain raised doughnuts, whole wheat raised doughnuts, iced caramel raised doughnuts and chocolate iced doughnuts. Cake doughnuts include plain cake doughnuts, chocolate iced cake doughnuts, caramel iced cake doughnuts, cinnamon sugar cake doughnuts, apple sauce cake doughnuts, chocolate crunch cake doughnuts, caramel crunch cake doughnuts, chocolate coconut iced cake doughnuts, chocolate caramel iced cake doughnuts, and two kinds of Bismark cake rolls with raspberry filling.



Continuous quality is quality you can trust. And that is the record of RODNEY flours. Any and every baker who has baked these excellent flours will tell you how good they are. Any baker who has not baked them will learn something to his great advantage if he will ask some baker who has. The uniform high standards of RODNEY flours are the foundation of many a bread market leader.



*Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the*  
**RODNEY MILLING COMPANY**  
**KANSAS CITY, U. S. A.**



# Frozen Baked Products



## The Hottest Subject in the Industry

By **ROBERT M. WOODS**  
Wood's Bakeries, Inc.  
Evanston, Ill.

IT'S a pleasure to be back on this platform again to discuss the subject of freezing which has been rightly termed "the hottest thing in our business." Six years ago I presented this subject to the society for the first time. Since then there have been many developments. While the attendants on that afternoon evidenced considerable interest in the subject, only a very few people in our industry did much about this "crazy" idea they heard discussed for the first time. Following my appearance here, I gave similar talks to several other bakery groups over a period of about a year and a half. During this same period the industry press carried quite

rolls cut into the sale of frozen unbaked rolls. We discontinued our unbaked rolls soon after we started making the partially baked. At the beginning we made the partially baked every other day but later changed to once a week and froze them.

The sale of refrigerated biscuits continue to increase, especially in the southern markets. These biscuits

have really affected the progress of the prepared biscuit mixes. The simplicity in handling the refrigerated biscuits compared with the dry mixes is undoubtedly the reason for their increasing popularity.

Another frozen product which has given prepared mixes some real competition is frozen baked waffles. A little over four years ago we started making waffles on two standard electric waffle irons. The public immediately accepted this product without advertising on our part. This was mainly due to the fact that it was such a novel idea and without the bother of mixing a batter, a person

could have waffles by simply dropping them frozen into an electric toaster and when they "pop-up" they were ready to serve.

Two years ago a fellow engineer, while attending the annual meeting, came out to visit our plant and saw this product. He was then in the baking business. Within a year he left the baking business and with an advertising man and a frozen food broker, organized a company to produce frozen waffles. They spent a considerable amount of money advertising and did an outstanding job of merchandising their product. Soon

(Continued on page 33)

**Editor's Note—** The accompanying article is the text of a paper presented by Robert M. Woods, Wood's Bakeries, Inc., Evanston, Ill., at the annual meeting of the American Society of Bakery Engineers.

a few articles on the subject, but nevertheless, the industry as a whole remained skeptical—doubtful as to whether freezing had a place in our operations.

I honestly believe that when I gave my first talk, the subject was so new and unknown that a great many bakers missed the pertinent points I tried to bring out as to the various applications freezing might ultimately have in our industry. At that time I discussed principally the production of packaged frozen bakery items which the housewife baked in her kitchen. While this was covered in detail, it was only part of the possibilities freezing offered. Quoting from my previous talk, here is what I said: "Freezing is one step toward the elimination of night work and the equalizing of the week's production schedule, cutting down the extra hours or a very heavy Friday production.

### Inferior Products

Getting back to the subject of frozen unbaked goods, I might say that during the past six years the housewife has been offered some very good but also too many inferior products. It appears that once again some bakers missed the boat. While I said that freezing improved certain products such as pie crusts and Danish doughs, I did emphasize that first of all we must have quality to start with. I did not mean that freezing made a poor product good. Poor pies which appeared on the market and offered for sale, gradually hurt the business. When these inferior products disappeared the sales started to pick up again and today large quantities of frozen unbaked pies are being sold. Several large pie companies are selling a great number of frozen unbaked pies to retail bakers who bake them for their stores as sales demand. Here in this market I know of several "drive-in-spots" that sell several hundreds of pies on a week end and at a premium price. These pies are supplied by local bakers but the signs on these "drive-ins" read: "We bake our pies fresh every hour."

My own experiences have led me to believe that the partially baked



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*Vital-Plus*  
**Dehydrated White Culture**

**IN YOUR WHITE BREAD**

*Ask the Brolite man*

*Valuable Ingredients for Bakers*

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621 Minna St., San Francisco 1, Calif.

518 First Ave., North, Seattle 9, Wash.

686 Greenwood Ave., N. E., Atlanta 6, Ga.



## Methods That Sell to Women . . .

### Quality Is the Biggest "If" in Building Business

● By Dorothy Glenn



**Y**ES, business is good IF . . . and that "if" is important. Let's look at one example. I know a retailer in an extremely competitive area. His volume is considerably over last year, yet every one of his competitors is worried. Their business is off in spite of all kinds of special inducements and special prices.

What makes the difference? Quality! Yes, that's our important "if." We've seen it happen time and time again. Mrs. Shopper does have money in her pocket, but she knows what she wants and it's not cheap merchandise. These competitors we refer to have hurt themselves immeasurably by reducing the quality of goods and services. They have become so con-

fused in some instances as to lower the quality of salesgirls employed.

Our successful retailer, on the other hand, has maintained exceedingly high standards of quality in goods and services. With this technique he has held his old customers and brought in new customers. These new customers compliment him on his maintenance of quality and are buying freely.

Mr. and Mrs. Consumer are very aware of the high cost of living, of high taxes. Their income is higher, but they've learned that in order to make it stretch far enough, they must be astute and clever shoppers. A vast majority of the consuming public will no longer tolerate poor quality, for

poor quality is poor buymanship.

There are other "ifs" to consider in maintaining good business, but quality is the main one. Another point is that of service and special features, but that too might be considered "quality of service."

What are you doing about satisfying the demands for Spring goods? How about those fresh fruit chiffon pies . . . are you featuring them? It's time, you know. Before we know it, it will be strawberry shortcake time. Why not offer shortcakes now to serve with frozen berries?

Are you making any plans to get your share of the bridal and graduation party business? Don't wait for it to come in . . . go out after it. And, go after it with the highest quality goods that you know how to produce. Your reputation may be established quite easily, if you maintain quality.

You know best as to the type of goods required for graduation parties in your community. It may be cakes with the school colors incorporated. It may be special sandwich breads. (And, don't forget special sandwich breads have wide appeal for busy youngsters who are spending more and more time out-of-doors.)

Bridal parties require all types of special baked goods. How about featuring tiny, bite-size parkerhouse or cloverleaf rolls. Tiny bit-size cream puff shells to be filled with a sandwich filling are ideal for bridal showers and receptions. Patty shells for creamed dishes are popular. Tart shells for fresh fruit desserts will sell well.

Whipped cream cakes and strawberry filled angel food cakes may be featured for the pre-wedding parties. When it comes to the wedding cake, you may find it profitable to feature individually boxed wedding cakes. As an added service, you may want to rent oversize cake plates. At least you are then sure that your product looks its very best. And, by all means don't hesitate to give cake cutting instructions.

These features are not exclusively graduation and bridal party goods. Spring parties of all types will want these goods. This is the type of bake shop business that can build your reputation with many people, for all the baked goods that you make.

Spring brings with it other activities that can be business builders for you. Every youngster is spending more time outside . . . they're more active so that there's a greater demand on Mother for sandwiches, for cookies. Mother is busy with housecleaning and gardening. There isn't enough time in the day to do that and prepare the family desserts. She'll be eager for a helping hand from the bake shop.

Yes, business is good, and will continue to be good if we give these consumers the products they want. Mr. and Mrs. Consumer are skeptical of price cutting . . . they've been hurt too many times and as a result are pretty cautious. If we continue to offer high quality baked goods, with good service and real courtesy, Mr. and Mrs. Consumer will buy.

—BREAD IS THE STAFF OF LIFE—

#### WESSON DEMONSTRATION

CINCINNATI—The Wesson Oil & Snowdrift Sales Co., in cooperation with the Cincinnati Master Bakers Assn., held a baking demonstration here recently that was attended by 273 persons. Frank J. Helmer of Wesson Oil research bakery conducted the demonstration, featuring Easter specialties, summer items, layer cakes, coffee cakes, cheese cakes and new icings. After the demonstration the Cincinnati association met.

## GMI Announces Creole Chocolate Cake Promotion

MINNEAPOLIS — General Mills, Inc., is conducting a merchandising campaign for bakers for its creole chocolate cake, which is being featured in full-page, full-color advertisements in leading national magazines.

Included in the promotion directed toward bakers is a kit which carries two full-color reprints of the creole chocolate cake magazine copy, two specially designed window streamers and a merchandising booklet, which details the transposed Betty Crocker formula and outlines selling suggestions.

The cake was featured in the April issue of McCall's and Better Homes & Gardens and is being advertised in the May issue of Ladies Home Journal, the three magazines having a combined circulation of more than 12 million. In addition, it will be promoted on the Betty Crocker Magazine of the Air radio program over 200 stations during May and June.

General Mills reports that the cake is not a luxury number. The material cost, based on current Minneapolis markets, works out at .983¢ for the batter and .62¢ oz. for the white boiled icing. Two layers scaled at 12 oz. each, plus 9 oz. icing totals slightly more than 29¢, with about 23½¢ of the total for batter cost.

Reprints of the advertisement along with the window streamers are being distributed free of charge to bakers. The creole chocolate cake tie-in campaign is being conducted along lines similar to the previous General Mills promotions with its marble chiffon, maple pecan chiffon, pineapple festival and cherry nut angel cakes. According to the firm, these promotions have resulted in new business for bakers and have been helpful in convincing the consumer as to the quality of commercially produced cakes.

—BREAD IS THE STAFF OF LIFE—

## Why Not Promote Your Bakery Via "Free Advertising"

Regardless of the quality of bakery goods sold in a shop, success comes only with public awareness. The association of "good things to eat" and your shop name must be established in the minds of prospective patrons.

Formal advertising costs money; frequently a substantial percentage of the gross. There are, however, many ways of keeping your firm name before the public without buying costly advertising space. Almost every bakery shop has had the local newspaper give them gratis publicity occasionally. It is seriously doubted if any bakery shop in the U.S. fully utilizes the potential. The following are a few of the methods by which this end can be achieved:

1. An employee in your organization has been given a promotion. Do you wait for a reporter to ferret out the fact and contribute a write-up? A telephone call, or preferably a brief note to insure proper spelling, will result in a news item in the paper. Your name is placed before the public and not with the psychological disadvantage of paid advertising. It buys prestige. It helps in building public awareness.

2. A member of the organization, resigning or retiring after many years of service, is usually worth three or



four inches of column space. Frequently a photograph of the individual will be run. Call or send a note to the local newspapers, giving them facts, and telling of the farewell dinner or party which is being held for the individual. It costs nothing but a few minutes time. Your name is once more placed before the public.

3. One firm has photographs taken each year of the distinctive employees' Christmas party. A press release, plus glossy prints, are submitted to each metropolitan newspaper. Each year the story has been printed in one or more newspapers.

4. Feature writers on metropolitan newspapers are constantly searching for that "something new" to write about. When any unusual bakery product is introduced, photographs or sketches, together with an outline, can be submitted to the newspapers. Full, feature articles about the item are sometimes run with excellent, non-commercial publicity to the firm.

5. Feature writers are also interested in human interest stories. Has one of your employees taken an unusual trip recently? Have you or one of your employees an unusual hobby? People who skip paid advertising read human interest stories.

6. Remodeling or expanding? That is newsworthy. Call the fact to the attention of the newspapers and a "spread" is possible.

7. Have you introduced new equipment into the operation? One bakery shop received the equivalent of \$100 in advertising space on the basis of introducing a new type mixer.

8. All philanthropic pursuits and most institutional advertising are newsworthy. Take advantage of it and realize the full potential.

These are eight tried and proved ways for obtaining gratis or nominal cost newspaper space. Editorial space can never be "pressured" on reputable newspapers, but news of your bakery and its employees can be of interest to many people in a community, and may be used by a newspaper for that reason alone.

## SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



### The Credit Situation

**T**HE credit situation as it now exists between bakers and flour distributors, whether they be millers or merchandisers, is probably as critical as it has been in many years, judging from all reports that have come to our attention. Some reputable bakers have apparently over-extended their credits, and yet they are fundamentally in a sound business position.

Naturally flour distributors who sell to bakers of this type on a credit basis must watch this situation closely, as they cannot afford to get themselves or their mills in a precarious position. There have been too many examples of heavy losses of this kind in the industry.

At the same time, as a mill representative recently explained to us, if credit is entirely cut off to a baker who is doing a good business, it may mean the elimination of an excellent outlet for flour. Responsibility is becoming increasingly heavy on credit managers of both mills and flour distributors. This situation must be handled in a sensible manner, without being too lenient or too severe. It is a difficult problem to solve, but it must be done on a common-sense basis, rather than by a slide rule.

**A DANGER IN SELLING:** One of the greatest dangers confronting bakery salesmen is complacency. Some salesmen, when they meet their quotas or slightly exceed them, feel that they are doing all they need to do. Probably they are, if holding their job is all they are interested in. However, salesmen of that type, even though their volume is good, have no future in the baking industry.

Recently we heard a radio commentator describe how not to get along as a salesman. The salesman, he said, should refuse any new responsibilities, always say that new work offered to him belonged to someone else, not accept any new accounts to contact, and to be thorough-

ly satisfied with his present volume of business.

As the commentator said, he will have no worries whatever about his present position. All he will have to think about ultimately is where he is going to get a new job. Complacency is a danger for all who work for a living, but especially so for salesmen, since their accomplishments show up on the sales chart every day. None of us do the best work of which we are capable, but we can at least keep trying. Complacency is the greatest danger facing successful salesmen.

**A GOOD TREND:** Among the most encouraging aspects of schools for bakers is the number attending them who have long served the industry. Whether this be in merchandising or production, it indicates that the employees of the industry are interested in bettering their ability to serve themselves and the bakeries for which they work.

Bakery employees who are satisfied with their positions have little future with the companies with which they are associated. Management today is only interested in men who have the qualifications and the desire to assume greater responsibilities.

The better type of employees recognize this fact, and are doing everything they can to educate themselves accordingly. Management should acknowledge this fact, and aid its employees in every way it can to obtain the training that will enable them to operate more efficiently.

**EDUCATION IS LEARNING:** Every bakery driver-salesman who learns something new in the course of his day's work is becoming a better educated salesman. He may not have an opportunity to go to merchandising schools, but if he is alert, intelligent, and has his mind on his business he can gain the education he needs to improve his position in the industry.

Recently Dr. Robert W. English, director of education of the American Institute of Baking, declared that "if you will accept the fact that education is a process of learning, then it follows that everyone is a teacher. Everyone from whom you have learned was your teacher. To everyone who has learned from you, you were a teacher."

It seems to us that this is a fundamental factor in bakery merchandising. Bakery salesmen can learn something new from almost every call

they make, and, if they are on their job, they can pass on valuable merchandising ideas to their customers.

In other words, selling is a give and take proposition. Salesmen learn from the work they do, and at the same time they pass on valuable information to their customers. Certainly if salesmen are fortunate enough to be able to attend the various merchandising schools that are now being held for the benefit of the baking industry, they will be much farther ahead in their work. But without that advantage, they can still progress in their work as salesmen.

**INTEREST IN BETTER SELLING:** There is more reason to believe that all classes of bakers are interested in improved merchandising than they have ever been before. Attendance at selling courses is excellent, and merchandising articles in the business press are attracting unusual attention.

This is as it should be, since the baking industry is in one of the most highly competitive periods of its history. Fortunately for the country, there is no shortage of food, with the possible exception of a few minor items.

The result is that bakers are not only competing among themselves, but also with all other types of food manufacturers, who, it must be remembered, are producing good foods. The baking industry has given a great deal of attention to the quality of its products, with gratifying results.

However, if these products are not sold, and at a fair profit, their production is simply a waste of money. Consequently, bakery salesmanship must be improved. It can be done, provided the proper attention is given to it. We firmly believe that the leaders of the industry are aware of these facts.

**VALUE OF PRODUCT:** One of the first things that salesgirls in retail bakeries should be taught is the value, both from a nutritional and economical standpoint, of the products they are selling. Naturally the responsibility rests upon the baker to see that these goods are all that they should be, and, secondly, he must make his sales force aware of this

(Continued on page 50)

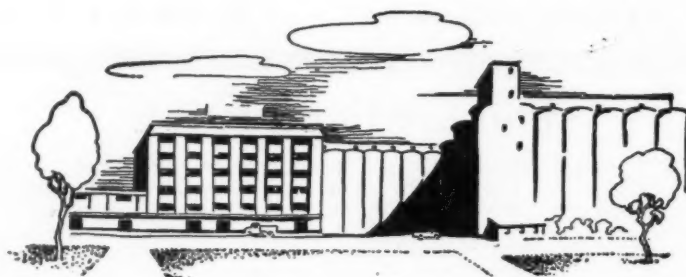
### PRaise the Lord and Pass the Cake

A Filipino cook, working for an American family, admired a "Happy Birthday" inscription on a cake he saw in a bakery window. Being no mean hand with cakes himself, he decided to have suitable inscriptions on his future creations. When Easter came the astonished family read this inscription on the cake: "Hurrah for Jesus!"



**HOPPY ENDORSEMENT**—General Baking Co., New York, is one of the baking firms that use the Hopalong Cassidy endorsement in promotion work. A likeness of the western hero and his endorsement is printed on driver caps, truck placards, hang tags and shelf strips, shown above. Television and radio commercials also are currently being used in the General Baking Co. territories. Almost every possible type of merchandising vehicle is being employed by the baking firms which have obtained the Hopalong Cassidy endorsement. In the West Coast area, Barbara Ann Baking Co. and Langendorf United Bakeries, Inc., are using building and highway posters, with large reproductions of Hoppy, in their promotion. The Barbara Ann firm recently developed a new round loaf and packaged it under the label "Barbara Ann, Hoppy's Favorite Bar 20 Ranch Bread." Food Packaging, Inc., Beverly Hills, is the exclusive licensing agent for Hopalong Cassidy endorsements.

ARNOLD OF STERLING



# THORO-BREAD

*the perfect flour*

**O**F COURSE, science is a wonderful thing and it has brought many improvements to the art of milling flour and baking bread. But there are some old-time "homespun" things that remain important, too. One of them is the pride that makes a man want to produce his best always. There is plenty of that old-fashioned virtue in THORO-BREAD, we can tell you.



## ARNOLD OF STERLING

THE ARNOLD MILLING COMPANY  
STERLING, KANSAS

Capacity 2,800 Cwts. Daily

Wheat Storage 1,000,000 Bus.

ARNOLD OF STERLING





Robert M. Woods

## Frozen Baked Products

(Continued from page 29)

after, a large prepared mix company also became interested in the company and began a national promotion campaign. I understand this company has recently opened a new plant on the Pacific Coast.

According to a report in an advertising magazine, this company plans to spend \$500,000 to promote the sale of frozen waffles and have set their goal, 100 million waffles for this year. Think of this accomplishment in a little over two years. In the meantime, many other waffle companies have sprung up throughout the country and today some markets are overrun with them. As is so often the case, many of these waffles are of inferior quality and even at this early date some have passed out of the market. Knowing this picture as I do and being familiar with the immediate plans of several companies, I am not recommending that too much thought should be given to this product. I relate this experience to provide another example of recent developments in freezing . . . a development which grew from zero to \$10 million in four years . . . with a potential market estimated at 25 million dollars.

### Frozen Cheese Cake

Another constantly increasing business is the production of frozen cheese cake. It only came into the picture recently but its progress is most interesting. Frozen chicken and meat pies are also showing considerable gains. Still another item gaining in popularity is the ice cream cake, which is taking sales away from many bakers. These cakes are being made by the ice cream companies and not all of them actually have cake in them but are decorated or made to look like a cake. The same is true with ice cream pies.

I cite all this to show how the use of freezing has developed during the past few years and how this has affected our business in one way or another. This is business roughly estimated at between 25 and 30 millions of dollars in which bakers have only partly participated. Why not have a part in all of it, one might ask? The answer probably is doubt, fear, lack of vision and the old inherited idea that it is new and does not fit into our set way of doing things.

I cannot help but quote again from

my previous talk. At that time I stated in my opening remarks that my first inclination was to turn down the request for a talk on frozen bakery products but reconsidered and accepted because too many people not connected with our industry were showing such an interest in frozen unbaked products that I feared that if the bakers did not do something about it soon, we would most likely have new competition from outside sources.

No use of further discussion of the past . . . it's gone. The problem is "Where do we go from here?" Realiz-

ing that this audience represents a composite group from our industry, I will try to break the subject down and discuss its effects and how it might help the different types of operations of those present today.

For the large streamlined automatic or semi-automatic shops making only three or four different products, I do not have a great deal to offer except for a couple of ideas which might deserve some serious thought. Baking merchandise one or two days ahead of the actual time it is placed on the shelves for Mrs. Housewife to purchase, is not to my way of think-

ing, the way to overcome the decline in flour consumption or the decrease in the purchase of bakery products. On the other hand, the elimination of oversupply and the hogging of the market shelf and baking closer to consumer demand will help a little.

However, I wonder if it would not be of greater help if these bakers gave some thought to freezing these products which must be baked so far in advance either because of limited capacity or distant shipping points. Some operators do a considerable hot dog and hamburger roll business for which the demand fluctuates consid-

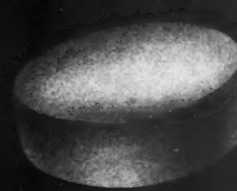
# Everlite

# ENZYME

## SUPPLEMENT

### THIS WAFER

A convenient, usable form of a scientific blend of FUNGAL ENZYMES and mineral salts.



### ENZYMATIC MODIFICATION OF DOUGH

The fungal amylase and proteinase enzymes modify the starches and proteins respectively by specific independent actions. This dough modification reduces mixing time and eliminates any tendency toward "buckiness". It improves dough extensibility, machine-ability, and pan flow, resulting in a superior dough make-up and a more uniform bread product. These improved dough characteristics aid in maintaining a tight shop schedule.

Yeast food mineral salts have been selected and blended with the enzymes to give tolerance to the dough in fermentation, mixing, floor time and proofing, and to protect the enzymes systems as well.

### EASY TO USE

One wafer is required for each one hundred pounds of flour used per dough. Wafers are added to the sponge to provide the yeast food

and enzymatic activity necessary for producing the most desirable bread, buns and sweet goods.

### IMPROVES BREAD QUALITY

Everlite Enzyme Supplement helps produce a soft, uniform bread with silky texture and brighter sheen, and a symmetrical loaf with smooth break and shred.

### IMPROVES BREAD FLAVOR

Use of the wafers makes possible a more desirable, more pleasing flavor.

### ECONOMICAL

The wafers simplify storage problems and eliminate weighing time and errors. The experience of commercial bakeries has proved that, in addition to improving the dough and the bread, reduction in total costs is possible through the use of Everlite Enzyme Supplement wafers.

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THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

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ARKANSAS CITY FLOUR  
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Capacity 14,000 Sacks Daily

SOUTHERN OFFICES: Memphis, Tennessee

One Ideal source of supply for all your flour needs  
 FAMILY • BAKERS • CRACKERS • CAKE

erably from day to day with the weather, which no one can control, playing a very important part. The circus comes to town, the ball park expects a large turn-out for tomorrow's game, or the fleet steams into port and everyone is set for a big day tomorrow, which will call for thousands of hamburgers or hot dogs placed between rolls. Probably within a few hours before all of these rolls are to be consumed... probably even before they have been delivered, something unforeseen happens... the weather changes, or shore leaves have been cancelled. In the meantime production has started... in fact may have been completed. What happens to these hundreds or even thousands of dozens of rolls? Freezing could be the answer for their preservation.

### Better Production Schedules

For the operator with the medium or large variety of products whether wholesale or retail, I feel that freezing offers many possibilities as an aid to a better production schedule. We will all agree that changing from one item to another during the process of shop make-up takes time and costs money. With freezing it is possible to make up larger runs of several items each day and then baking your daily requirements from stock in the freezer. In the same way you can build up in advance, for the heavier week end demands and eliminate or greatly cut down on the extra time or additional workers for either or both of one or two week-end days.

Freezing will also prove an asset to all of us before holidays and certain other unusual days throughout the year, which are good days for us bakers and for which we are frequently unable to take care of the demand. I feel sure that the bakers who had freezers during this past holiday season fared much better than those without. We had terrific weather here just before Christmas, in fact we had it for about two weeks. Reports indicated that business was very bad everywhere, so the natural thing to do was cut back, hold down orders, and keep down sales. Then came the Monday before Christmas. Maybe you, too, were trying to figure out the order and trying to decide what should be done. The sluggish business of the past week and sales made us all cautious.

As a result, many "missed the boat" on that Monday and failed to do all of the business that could have been done. True, this did help the stale situation for the day following Christmas, but on that day business was poor again due to extreme weather. The Saturday following Christmas was not the good sales day most markets and stores expected, so we were again faced with the problem of how to order for Monday. It so happens in our territory business was very good, but I understand that once again many

"missed the boat." However, the bakers who were using freezers did much better because they could gamble on the weather.

For the retail baker, both single and multi-store operators, freezing offers many advantages. Not only as an aid to production but for the holding of finished merchandise to be taken from the freezer and placed on display for sale as needed. Freezing will help to eliminate sales but best of all it will make available merchandise to sell at the end of a day... sales which otherwise would be lost because not enough merchandise was baked to care for that day's demand. All of this requires considerable study, and even though we have been using freezers for many years we still have much to learn.

Some products require a longer period to thaw than others and, of course, the time of the year and humidity all play an important part. In markets where people are educated to home freezers and the use of them, products can be sold in the frozen state. This would not be true where freezers are unknown or not being used. I know of some bakers who take frozen yeast products from the freezer and give them a turn or two in the oven to speed the thawing process. Frankly, I am still a little dubious about this practice as I think this causes a product to dry out faster. I much prefer educating the housewife to place our products in the oven before serving.

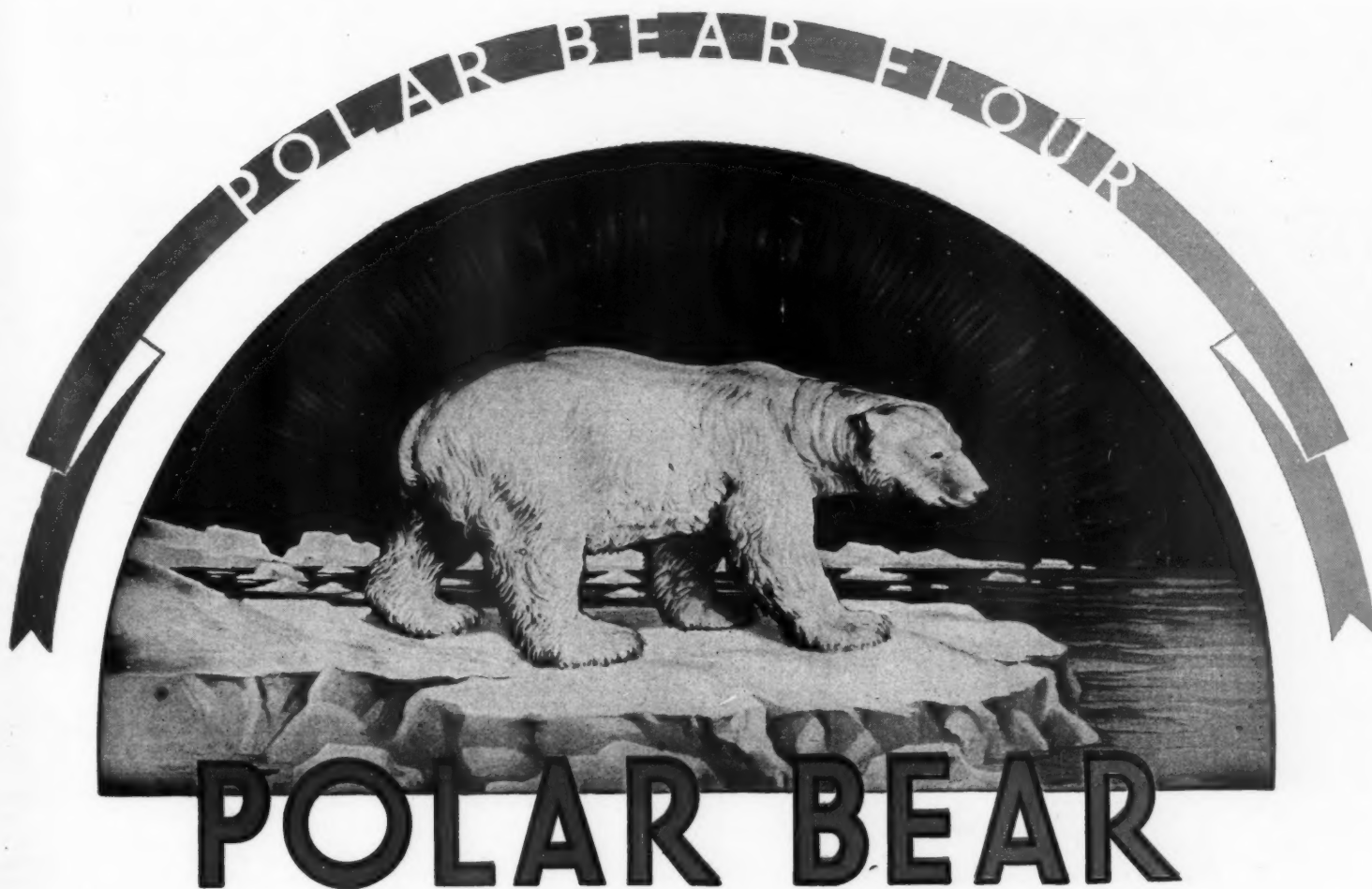
I also do not feel that you can take a product from the freezer—place it on display—and then if not sold, put back in the freezer for sale as fresh merchandise the next day. In our stores we place such merchandise on our day-old counter or send it to our day-old store, where it is sold at reduced price. This also applies to freezing a half cake or coffee cake which has been cut during the day. Common sense must be employed in the use of a freezer. Don't expect the impossible or that it will create miracles. It's just another piece of equipment which will help you if properly and judiciously used.

It is my feeling that the leaner or less rich doughs will not freeze as well as the richer products. I refer to the plain rolls as against

(Continued on page 56)



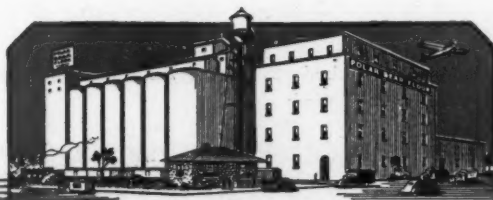




## FLOUR IS KING

With the new crop just around the corner, this is a good time to remember that POLAR BEAR has always ranked right at the top in quality year after year for more than 50 wheat harvests . . . and we can tell you that you will always find POLAR BEAR there—right at the peak of baking perfection.

Founded by  
Andrew J. Hunt  
1899



Ralph C. Sowden  
President

*The* **NEW ERA MILLING COMPANY**  
ARKANSAS CITY, KANSAS

## Ring the Baker's Doorbell

The Pearl Home Bakery at Seattle has been incorporated with a capital of \$27,800 and with E. E. Lang, Marjorie L. Lang, D. A. Dobrin and Marjorie Dobrin, all of Seattle, as incorporators.

Fred Carroll and family have sold the controlling interest in the Capital City Bakeries, Inc., Tallahassee, Fla., to Ronald P. Cooper. The plant will continue to operate under the same name and will keep the Holsum label. Mr. Cooper will serve as president and general manager of the bakery,

while Fred Carroll, Sr., will continue as vice president. Charles Ausley, former secretary-treasurer, is now second vice president, and Mark Ahnran is secretary-treasurer.

John Renaldo is opening the Italian Bakery at Ft. Lauderdale, Fla.

Columbia Baking Co., Tampa, Fla., introduced its new loaf of Butter Bread at a banquet and sales meeting. E. F. Tuttle, Florida West Coast manager, explained the wide advertising campaign that had been ar-

ranged whereby the radio, newspapers and bill boards all would be employed. At the same meeting service pins were given five employees who had qualified for them. Francis H. Drew was awarded one for 25 years of service; Douglas W. Matthews, Harold Komsie and Wesley Nutt, 10 years, and J. A. Bass, five years.

Aunt Betty's Bakery has been opened in Binghamton, N.Y. Mr. Howell said he has discontinued Aunt Betty's Bakery in Great Bend, Pa.

Bennett's Bakery has opened another retail store in Rochester, N.Y. This is the fifth unit of the group owned by John A. Bennett.

The House of Bread, a new bakery, has been opened in South Bend, Ind., with Robert E. Hohmann as the proprietor.

The Manor Baking Co. of Dallas has purchased a one-story masonry building of 20,000 sq. ft. of floor area as headquarters for the firm's distribution outlet in Fort Worth.

Mr. and Mrs. Clarence Stephens have taken over management of the Alta (Iowa) Bakery from Mr. and Mrs. Richard Vander Weil.

George W. May, Jacksonville, Ill., has purchased the Stewarts' Bakers plant in Rochester, Ind., and the branch store at Logansport, Ind., but did not include the bakeries at Bremen, Auburn and Decatur, Ind. The sale included the real estate, equipment, and inventories of the Rochester plant and Logansport shop. Mr.

May, who has been in the baking business for 21 years, has managed the Jacksonville, Ill., plant of Ideal Bakeries for the past three years.

The Zoning Board of Appeals of Buffalo has granted permission to the Royal Cake Shoppe to enlarge and use the premises at 168 Box Ave., Buffalo, for a bakery and garage.

Bren Products, Inc., bakery products, has filed a charter of incorporation with the corporation department of the secretary of state's office in Dover, Del. Capital of the firm was listed at \$20,000.

David Robertson, proprietor of the Better Bakery, Vancouver, B.C., has opened a branch where the Canadian Window Bakeries formerly maintained a branch.

Max Burri has purchased the bakery in Baltimore formerly owned and operated by Louis Rabai, who has retired.

Armand LaBelle is operator of the new Merritt Island Bake 'n' Take Shop, at Merritt, Fla.

The Cake Box has opened in Gary, Ind.

M. Mortman has opened Mortman's Bakery in Bayonne, N.J.

Mr. and Mrs. Cecil Cobb of Colfax, Ill., have moved their bakery into a new location in that city.

George Ryal, manager of the Meyer Bakery Co. plant in Pine Bluff, Ark., has been promoted to general sales manager for Arkansas. He will be succeeded by Fred B. Fancher, sales manager of Meyer's Little Rock plant.

Federal Bake Shops, Inc., Davenport, Iowa, has installed new-type freezers for baked goods in nearly all their stores, Paul M. Willis, president, reports.

Mr. and Mrs. Ray Hartman have purchased the Dassel (Minn.) Bake Shop from Mr. and Mrs. Martin Podratz.

Gordon Zurbruggen has sold the Fayette (Iowa) Bakery to Jesse Thompson.

Mr. and Mrs. Charles Heydon have opened a new bakery in Green Lake, Wis.

J. E. Widdel has opened a bakery in Kenmare, N.D.

A new pastry shop in Bellevue, Neb., has been opened by Mr. and Mrs. Harry J. Steiner.

Ted Amschler has purchased the West Side Bakery in Anoka, Minn.

The Dubuque (Iowa) Bread Co., Inc., has been incorporated with capital stock of \$25,000. Roy Sigwarth is president.

William Greenfield is the new manager of the bakery in Baker, Mont.

Harry Gordon has opened a bakery in Lakeland, Fla., which he will op-

All Grades  
**RYE FLOUR**  
1000 cwt. Flour—250 cwt. Meal  
**GLOBE MILLING COMPANY**  
WATERTOWN, WISCONSIN

# "CREMO"

*Just the Cream of Hard Wheat*

ALSO SEMOLINAS

**CROOKSTON MILLING COMPANY**  
CROOKSTON, MINN.

# STOCK



MILLERS  
OF . . .

**PIE MAKER** FOR HI-RATIO TYPE LAYERS,  
FOAM AND ANGEL TYPE CAKES

A Short Extraction Hi-Ratio Type Flour from Choice Indiana and Ohio Red Wheats. Especially milled to carry 140% sugar. Dependable Uniformity—characteristic of all F. W. Stock & Sons' products—is assured by Rigid Quality Control and Up-to-the-minute Milling Methods in one of America's Most Modern Mills. Your inquiries invited.

OUR  
**90th**  
YEAR

NEW YORK

**F. W. STOCK & SONS, INC.**

BOSTON

ESTABLISHED 1862

*Millers of cake and cookie flours from famous Michigan Soft Wheat*  
HILLSDALE, MICHIGAN



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erate as Gordon's Yum Yum Bakery. He has operated several bakeries in other parts of the state, and is well known among the trade because of his former affiliations with Standard Brands, Inc., and General Mills, Inc. He plans to specialize in fancy cakes and pastries.

Marvin A. Hagen and Donald H. Hagen have purchased the **Starbuck (Minn) Bakery** from Mr. and Mrs. O. H. Berg.

Harold L. Reit has announced the opening of the **De Lite Bakery** in **Sioux Falls, S.D.**

Robert Carroll has sold the **Carroll Bakery** in **River Falls, Wis.**, to Vincent Williams and James Schendel.

Arch Townsley, operator of the **Townsley Bakery** in **Fulton, Mo.**, has leased space in **Jefferson City, Mo.**, for a bakery.

John E. Johnson has been named president and general manager of the **Community Service Bakery** at **Springfield, Ill.**

Robert Abelson, who formerly operated the **Abelson Bakery**, and was later connected with the **Fitners Bakery** of **Pittsburgh**, has bought the **L. & V. Quality Bake Shop** in **Miami** from I. Lesser.

Arthur Weiss, who has operated the **Weiss Bakery**, **Denver**, for a number of years, has retired and the business hereafter will be conducted by his son-in-law, **John Weiss**, and his daughter, **Berniece Weiss**.

Harry Burkhardt has announced plans to start a new bakery in **Waukechula, Fla.**

The **Castle Hotel** of **Omaha** has completed plans for the addition of a new bakeshop in the hotel basement.

Your Food Stores, **Santa Fe, N.M.**, has installed a new bakery department. The firm introduced **Buttertop** bread with an offer of two loaves for 25¢ when accompanied with a coupon.

The **Wortz Biscuit Co.**, with home offices in **Fort Smith, Ark.**, has been granted a permit in **Texas** for 10 years.

Dewey Sellers has opened a new bakery in **Oklahoma City**.

The **Hawkins Bakery** has been opened at a new location in **Falconer, N.Y.** **Elmer Hawkins** is owner and operator.

Mr. and Mrs. **William Grimmig** have sold the **Marie Pastry Shop**, **Delray Beach, Fla.**, to Mr. and Mrs. **J. H. Rogers**.

The **Texas** secretary of state has assigned the trade mark "**Texas Maid**" to **Texas Doughnut Corp.**, **Dallas**.

Mr. and Mrs. **Ralph Grim** have purchased the **Radisson Cafe & Bakery** in **Winter, Wis.** from Mr. and Mrs. **Nels Hjelm**.

Among the new bakeries opened recently in **Florida** is the **Snack House Bakery & Delicatessen** at **Fort**



## "and from the best makers, lady!"

These are well made and give dependable service, the sidewalk merchant implies. Was there ever an eager salesman who didn't!

To the men who order more than 85 per cent of all Multiwall bags, reliability of manufacturer is one of the most important considerations\*.

But it must be a *proved* reliability.

Union reliability has been demonstrated by 76 years of unbroken leadership in paper packaging. Union's mammoth

Savannah plant, world's largest integrated pulp-to-container mill, produces Multiwalls by the million.

Capacity and fair treatment are among the many good reasons why, with a free choice of all Multiwall manufacturers, major buyers are specifying **UNION** Multiwalls to a greater extent than ever, before.

More so every day . . .

## IT'S UNION FOR MULTIWALLS



\*August, 1951 research study.

**UNION BAG & PAPER CORPORATION • WOOLWORTH BUILDING, NEW YORK 7**

**Myers.** It is owned and operated by **William Ellis** and **Earl Williamson**.

The **Junt Biscuit Co.** at **Joplin, Mo.**, has been sold to the **Guthrie Biscuit Co.**, an affiliate of **Safeway Stores, Inc.**

**Hugh's Place, Inc.**, with authorized maximum capital stock of \$25,000, has been formed in **Rocky Mount, Va.**, to do a general baking business. **H. Hugh Turner** is president.

The **Frostmart Foods & Bakery** recently held its grand opening in

**Peoria, Ill.** **Lyle** and **Ruth Tilton** are in charge of the bakery and bakery salesroom. The business is operated by **Wally** and **Mary Graves**.

Mr. and Mrs. **Ralph McClintock** have opened a bakery in **Jacksonville, Fla.**

A business name has been filed for **Ted's Bake Shop** in **Buffalo** by **Theodore C. Zawadzki**.

**William Schollenberger** and **Andrew Sorokowski** have opened a bakery in **Ft. Lauderdale, Fla.**, which will be

operated as the **Gateway Bakery**. Mr. **Sorokowski** is an experienced baker, having operated the **Home Bakery** in **Miami Beach**.

**Sam Kanenwisher** has purchased the bakery equipment formerly used by the **Velva (N.D.) Bakery** from the owner, **Olger Barsness**. He is planning to erect a building to house a new bakery.

Mr. and Mrs. **Elmer Berntson** held a successful grand opening of their **Bake and Eat Shop** in **Nerstrand, Minn.**

## 3 BAKER FLOURS



that give

*more loaves of bread,  
and all just as good.*

**TEA TABLE**

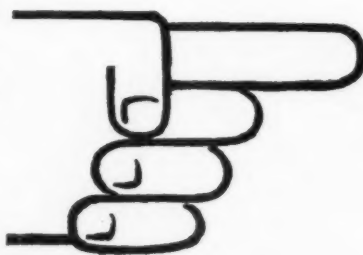
**OVENSPRING**

**BIG VALUE**

**THE WEBER FLOUR MILLS CO.**  
SALINA, KANSAS

## — QUALITY THAT GETS RESULTS

The baking results that have made SUPER-FLOUR a bakers' favorite are firmly based on expert selection of superior wheats and good milling technique . . . and those two factors are the foundation of bread quality. You can rely on SUPER-FLOUR to be at its uniform best every day.



**THE WILLIS NORTON COMPANY, Wichita, Kansas**  
*Quality Millers Since 1879*

## STRATTON-THEIS GRAIN CO.

FRANK A. THEIS, *Pres.*  
HARRY M. STRATTON, *Vice Pres.*  
WILLIAM C. ENKE, JR., *Vice Pres.*  
FRANCIS J. FITZPATRICK, *Vice Pres.*  
F. L. ROSENBURY, *Secretary*



### Operating Union Terminal Elevator

St. Joseph, Mo.

*2,000,000 Bus. Storage Capacity*

Specializing in MILLING WHEAT and All Grains  
with definite rate and other advantages supplied by St.  
Joseph Location.

*Main Office*

STRATTON-THEIS GRAIN CO.  
CHRISTOPHER HARRIS, *Treas. & Mgr.*

Corby Building

St. Joseph, Mo.



## Bakery Suppliers to Hold Annual Meeting Oct. 22-25

CHICAGO — Henry R. Kingdon, Bessire & Co., Inc., treasurer and convention chairman of the National Bakery Suppliers Assn., has announced the 1952 convention will be held Oct. 22-25 at The Drake, Chicago.

Paul H. Cadwell, J. W. Allen & Co., president, was in charge of a recent luncheon meeting at which reports of the various committees were heard. Much discussion was given to the Model Retail Bakery Contest now being conducted under the auspices of the industry and public relations committee of which George Seidel, Ad. Seidel & Son, is chairman.

John Kluetsch, Chapman & Smith Co., was elected a director to fill the vacancy caused by the death of Ted Kunde, the Western Bakers Supply Co.

One of the features of the meeting was the presentation of a beautiful silver tray by past president John P. Garrow to Philip W. Orth, Jr., Ph. Orth Co., immediate past president of the association. This was inscribed to convey the appreciation of the officers, directors and members for his interest and efforts on behalf of the organization.

Philip Orth, program chairman, outlined plans for the convention which will include concurrent sessions for the three divisions of supplier operations — machinery and equipment, administration and distribution, and manufacturing. In former years these sessions have been consecutive, but it is felt concurrent sessions will prove beneficial in discussing individual problems and ample time will be given to general sessions for current problems peculiar to all bakery suppliers, including personnel, sales, warehousing, manufacturing, government controls, insurance and cost accounting.

Mrs. Joseph T. Shuffitowski, the Jos. T. Shuffitowski Co., will serve as chairman for the ladies' entertainment and will be assisted by Mrs. John Allen, J. W. Allen & Co.; Mrs. George Seidel, Ad. Seidel & Son, and Mrs. John P. Garrow, Chapman & Smith Co.

The industry and public relations committee of the association reports it is encouraged with the response received since the announcement of its Model Retail Bakery Contest.

The closing date for this contest is May 31 and the requirements for participating are all included in the combination announcement and entry form, available through headquarters office of NBSA, 64 East Lake St., Chicago 1, or through members of that organization.

—BREAD IS THE STAFF OF LIFE—

### NEW CAKES INTRODUCED AT MADE-RITE MEETING

RALEIGH, N.C.—A meeting of 82 salesmen from the Made-Rite Bakeries in Goldsboro, N.C., Durham, N.C., and Rocky Mount, N.C., was held here recently to introduce a new line of Made-Rite labeled cakes baked by the Ambrosia Cake Bakery, Inc., Greensboro. It was the first joint sales meeting in the history of the three bakeries.

The principal speaker was Earle P. Colby, president of Ambrosia Cake Bakery, Inc., who outlined to the

salesmen their opportunities for advancement in the baking industry.

Other speakers included Max Heath, manager of the Ambrosia Cake Bakery, Inc., Greensboro; Tommy Franklin, manager of Made-Rite Bakery, Goldsboro; A. M. Burroughs, manager of Made-Rite Bakery, Rocky Mount, and James C. Hightower, Jr., manager of Made-Rite Bakery, Durham.

Master of ceremonies was Edwin B. Hamshar, executive vice president of Harvey-Laird, Inc., the purchasing, accounting, advertising outlet for the Made-Rite Bakeries in Durham and Rocky Mount.

### THREE PROMOTED AT ROBERT GAIR FIRM

NEW YORK—William T. May, Jr., vice president in charge of container operations at Robert Gair Co., Inc., New York, manufacturer of folding cartons, paperboard and shipping containers, announced the following appointments effective April 1.

Hubert A. Downing becomes division manager of Gair's Fort Niagara corrugated box division at North Tonawanda, N.Y., replacing the late Edward V. Patrician who died Feb. 29.

Frank E. Newton has been made

division manager at Gair's Ohio corrugated box division in Cleveland. John D. Mullins is appointed sales manager at the Boston corrugated box division, Cambridge, Mass.

—BREAD IS THE STAFF OF LIFE—

### NEW SALES OFFICE

SAN FRANCISCO—Schmidt Lithograph Co., San Francisco, has announced that the eastern sales and service offices of the company have been moved to new and larger quarters, located at 45th St. and 5th Ave., New York. The eastern office is under the management of Charles W. Bowen.



## Satisfied Customers Are Your Bread and Butter

### Get More...with **SUGAR!**

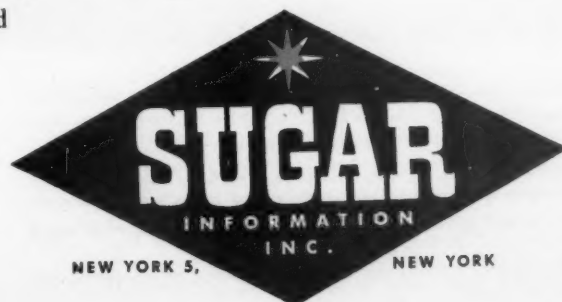
Sugar\* is by far the most important flavor ingredient per dollar you can use in bread.

Pound for pound, sugar gives richer crust color, a softer texture, improved toasting quality.

In addition, the use of sugar results in better fermentation tolerance, maximum moisture retention, and reduced baking time.

For quality you can be sure of—flavor you can be proud of—use sugar—ace sweetener for winning customers!

\*Sucrose



## Proper Oven Conditions for White Bread

By Albert W. Burdett

**B**ECAUSE there are many different types of ovens throughout the U.S. and Canada, there are variations in baking times and temperatures. These are necessary so the different localities can produce bread which is best suited for their respective markets. It would be impossible to cover all these various combinations in the time allowed. However, there are certain oven conditions throughout the country which are of a general nature.

There are two types of heat in baking which are referred to as "flash" and "solid" heat.

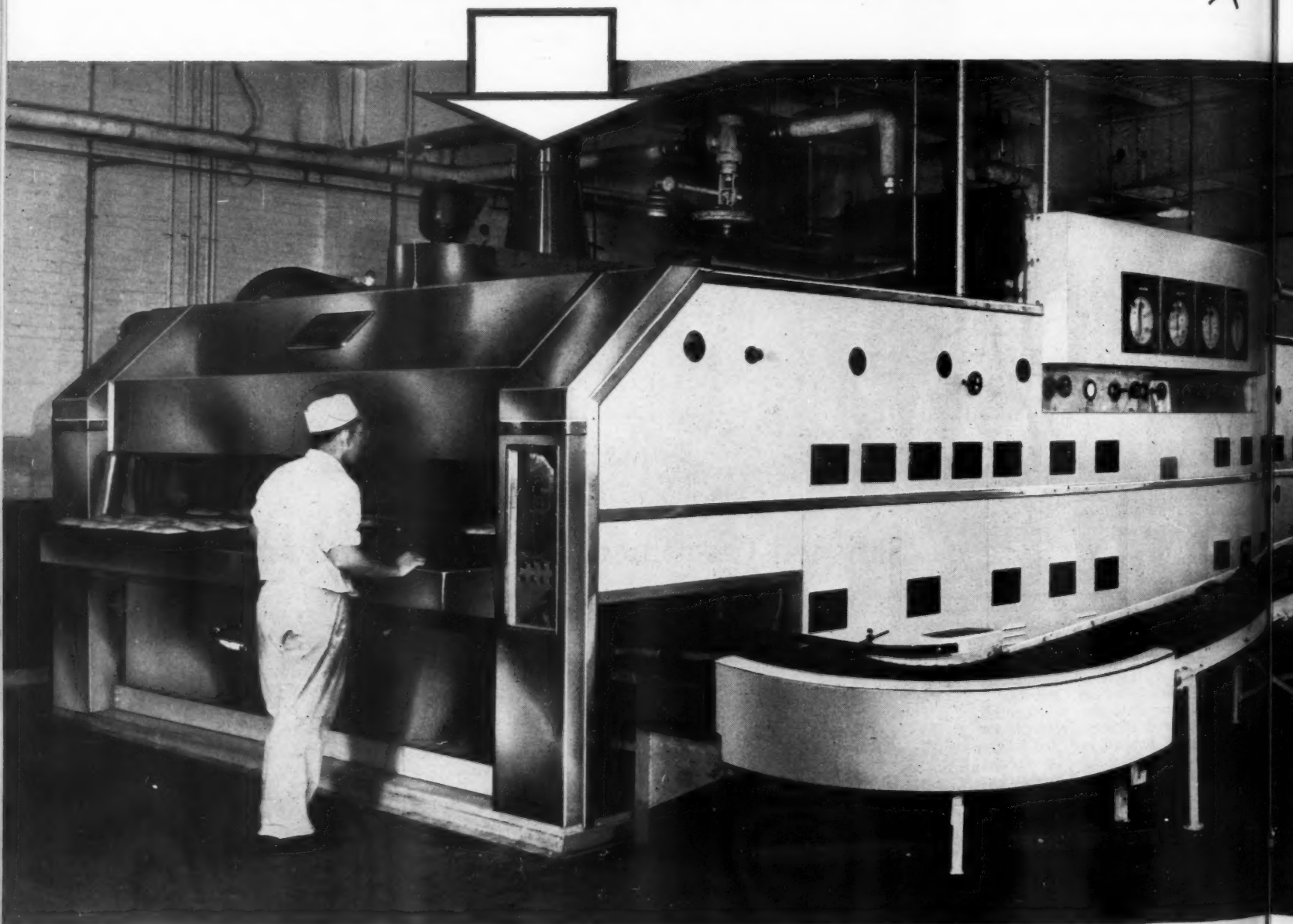
Flash heat is that which builds up in the baking chamber during the time the oven is being preheated or when there is an interruption in the flow of bread through the oven. Unless this is properly controlled by adjusting the temperature, the use of flash pans or other mediums of absorbing this flash heat, then the first few trays or rows of bread will have a dark crust color. Quite often we have heard this remark, "Oh! that is only the first few loaves," but if this continues each

day, many customers have become dissatisfied with this bread. There is no way to measure this dissatisfaction unless the customers take time to return the bread, which is seldom done.

In some ovens it is desirable to open the low pressure steam valve and steam dampers. This creates a turbulence in the baking chambers which helps to dissipate the flash heat. This should be done a few minutes before the first of the bread goes into the oven, then the steam should be turned off and the dampers closed.

Solid heat is that which is radiated slowly and continuously so the baking chamber or chambers will maintain a fairly constant temperature. For satisfactory results, which means quality of the finished loaf and fuel economy, the heat in the

## THIS BAKER PERKINS OVEN HAS



For an oven that is really equipped, look at this B-P Direct Gas-Fired Single Lap Tray Oven now in operation in a modest sized bakery in Michigan . . .

- Fully automatic heating system regulated by four modulating temperature controls and temperature indicating instruments.
- Automatic ignition system providing continuous electrical spark for each individual gas burner.
- Interlocked controls protect against failure of electricity, gas or air supply.
- Baker Perkins Steam Conditioner with four steam injectors.
- Fully stabilized trays that always hang level and travel without vibration. They cannot be tipped by uneven loading.
- Variable speed drive to give a baking time range from 10 to 60 minutes.
- Automatic unloader simplifies pan handling, eliminates bottlenecks, improves working conditions and substantially reduces operating costs.
- Pan conveyor system with power driven turn to convey bread pans to Baker Perkins Sted-E-Flow Depanner.
- Extremely low gas consumption.
- Ample heat capacity to meet any baking problem.
- Baker Perkins Single Lap Tray Ovens have a bright, sanitary stainless steel front and white porcelain enamel sides and back. Let a B-P sales engineer show you how a Baker Perkins Single Lap Tray Oven can help speed production and improve the quality of your baked goods.

**Baker Perkins**  
SAGINAW, MI  
B-P EQUIP



oven should be maintained solid and steady.

To accomplish this, a smooth running shop schedule must be maintained, such as eliminating breaks in the flow of production through the oven when changing from one variety of bread to another, interruptions due to doughs not being uniform and not being able to keep a uniform temperature throughout the steam proofer. There are many conditions which affect oven spring, such as young doughs, old doughs, overmixed or undermixed doughs, flour which is not suitable and slack or stiff doughs.

#### Oven Spring

Inasmuch as this paper is on oven conditions, we will take that phase of baking which affects oven spring.

Yeast functions very vigorously during the first few minutes of baking. It is at this time we should have good control of the oven temperature in order to control the oven spring. When the dough in the oven reaches a temperature of 140-150° F., the enzymes of the yeast are killed and further production of gas ceases. This stage of the baking procedure may be termed the most critical time.

The voluminous loaf generally is the result of the oven temperature being too low in the first few minutes of baking, therefore, the yeast enzymes are not killed, allowing the loaf to expand beyond the desired volume. On the other hand, the bread which is small in loaf volume is the result of the oven temperature being too high

**EDITOR'S NOTE:** The accompanying article is the essential text of a paper presented at the recent annual meeting of the American Society of Bakery Engineers by Albert W. Burdett, W. E. Long Co., New York.

during the first few minutes of baking, hence the yeast enzymes are killed too soon. As a result, the gas production was stopped before the loaf had time to expand to the desired size.

It is a common practice (when an oven condition makes it impossible to control the oven spring) to start making adjustments in the formula, even though the formula in use produced bread with excellent interior qualities. If a study of the application of heat in the oven at this point is made, it may be possible for the plant engineer to correct the condition. If he is unable to do so, then my advice would be to call in a service man from the company who manufactured the oven.

The proper application of heat in the oven plays a very important part in the baking procedure. Quite often it is found the heat does not circulate through the oven evenly. When this occurs, it is referred to as hot and cold spots in the oven. Such a situation can be remedied by several procedures.

One way to overcome this is by introducing steam into the baking chamber to create a turbulence, thereby giving the heat a more even distribution. Very seldom is this procedure used, due to the steam having a tendency to make the top crust tough and rubbery.

Another method of heat agitation within the baking chamber is to install a series of rotating fans on a shaft with the bearings on the outside of the oven walls.

The common practice today in regulating the heat in the oven so it will be uniform is by making adjustments on the flue dampers, the burners or the circulating fan. One or all three methods may be necessary to give the desired results.

Operating an oven beyond its rated capacity generally results in the burner being on high fire for a long period of time. This causes the flues to become overheated. In time, this will cause damage to the flues and quite often the bottom crust of the bread is too dark or burned.

When the flow of production is considerably below the rated capacity of the oven, the burner will be off for a considerable length of time, thereby allowing the flues to become too cold. As a result, the bottom crust and side walls will be too light in color. This can be overcome by making adjustments on the burner so it will be firing over a longer period of time.

Even with a good dough (which has been properly conditioned and fermented) when the oven temperature is too high during the first few minutes of baking, you can observe dark spots appearing on top of the loaves. This can be caused by rough handling between the time the dough proofed and the time it was put in the oven. Sometimes the dough can be handled gently and these spots appear. Such spots are very noticeable at the beginning of a run of bread through the oven, especially where there is an excessive amount of flash heat which causes the top crust to form too rapidly, thereby trapping the carbon dioxide gas at the top of the loaf. Often under these dark spots there will be found an elongated hole or a separation of the crust from the crumb.

With the exception of dark breads such as rye, whole wheat and other varieties of dark bread, very little or no steam is used today in baking. The presence of some moisture in the oven is essential, since it keeps the crust from becoming brittle and forming too fast. Provided the oven is of good construction, the normal evaporation of moisture during the baking is sufficient to supply the required humidity in the oven.

The normal loss in baking due to evaporation is between 1½-1¾ oz. for a 1-lb. loaf. If we take a flow of 3,600 1-lb. loaves of bread through the

just about  
**EVERYTHING!**



220

**Paker Perkins Inc.**

GINAY, MICHIGAN

EQUIPMENT COSTS LESS IN THE LONG RUN

SILK FLOSS



**Quality**  
ABOVE  
ALL  
ELSE



Many years of satisfaction stand behind these famous brands. They have won bakers' confidence by the consistent excellence of baking performance. They can help make your loaf the best in the market.

● CAPACITY  
10,400 CWTs.

● STORAGE  
4,500,000 BUS.

**The KANSAS MILLING CO.**

WICHITA 2, KANSAS

MILLS AT WICHITA AND CHERRYVALE, KANSAS, AND MARION, OHIO

oven in one hour, using the figure of 1½ oz. evaporation loss, there would be a loss of 5,400 oz. or 337 lb.

Such a loss would be increased by improper baking temperatures. Generally this is due to the oven or burner being in poor condition, so the proper temperature cannot be maintained, therefore, it is necessary to lengthen the baking time. Also, a low humidity in the oven will increase the bake out loss as the bread tends to dry out more rapidly. Provided the dough has been conditioned and fermented properly, provided it has been given the proper proof and not allowed to stand so long between the proof box and the oven that it becomes crusty, then under normal conditions the amount of moisture which is evaporated during baking will be sufficient to give the loaves a rich golden brown crust color.

I have found using three rows of flash pans in a tunnel oven or placing flash pans on the first three trays in a tray oven to be very advisable. Of course, these pans are kept partly filled with water. These pans of water not only help to absorb the flash heat already mentioned, but they also help to moisten the oven at the start of a run of bread.

For many years practically all ovens have been equipped with a pyrometer or a number of pyrometers, according to the size and type of oven. This is a sensitive instrument, so any damage to it or the thermo-couples will result in inaccurate readings on the scale.

Quite often the thermo-couple is located in the oven too close to the flues or the fire box. Such a location generally causes a difference between the actual temperature of the baking chamber and that which is registered on the scale. While this is not desirable and should be corrected if possible, the instrument can still be used effectively in adjusting the tem-

perature of the oven. By this I mean, the oven man can set the indicator for the desired temperature on the scale. Although the setting will not be the actual temperature in the oven it will be a guide to follow for the best baking results.

Today the baker has found it advisable to have the manufacturer condition most of the pans bought. What an improvement over the guesswork used in the past.

#### Pan Spacing Important

When ordering new pans, it is of the utmost importance that the spacing be taken into consideration. Quite often in order to increase the oven capacity, the spacing in a set of pans is reduced, thereby making it impossible to allow a free circulation of heat around the loaves. This has resulted in pale sides on the loaf, weak side walls which cause the loaf to collapse, and dense areas along the pan wall inside the loaf.

For good firm walls and good crust color, the pans should be spaced at least an inch apart in the strap. For large loaves, such as restaurant bread, the space should be 1½ in. With adequate spacing between the pans, the oven spring can be controlled much better because the more intense heat radiated from the bottom is allowed to circulate around the loaf in a much greater volume. When the spacing between the pans is narrow, some means of heat agitation must be used to get the desired crust color and keep the sides of the loaf from sagging. Generally, this is done by injecting steam inside the baking chamber.

In a hand fed oven, that is, where pans are placed on the trays or on the loading table, the employee doing this work should be instructed and trained to space the straps of pans properly. In a tunnel oven it is necessary to ad-

(Continued on page 47)

**UNIFORMITY**

*Absolutely Guaranteed!*  
*Crop after Crop!*



Quaker Cake Flour, crop after crop, is held rigidly within minimum variations by painstaking wheat selection, and careful aging and milling under constant laboratory control.

It's a thoroughly adaptable cake flour that you can depend on in every batch and in every formula—including high-ratio formulas.

How about giving a test quantity a chance to *prove* itself in your shop?

A QUAKER OATS COMPANY PRODUCT

Milled to Quaker Standards—and Guaranteed by Quaker

**THE QUAKER OATS COMPANY, CHICAGO, ILL.**

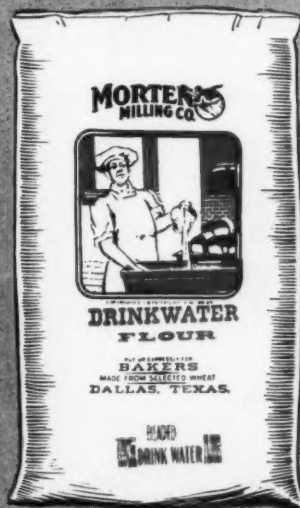
Mills at: Cedar Rapids, Ia.; St. Joseph, Mo.; Sherman, Texas; and Los Angeles, Calif.



*For Ever-Uniform Quality!*

MORTEN  
MILLING  
COMPANY  
DALLAS,  
TEXAS

Phone  
PRospect 1881







Highly skilled baking experts are included free of charge with every flour purchase made from Russell-Miller Milling Co.!

For every member of Russell-Miller's sales and technical staff is expected to become a qualified expert in serving the needs of Russell-Miller customers.

In our laboratories and our mills, bakery production experts constantly work and test to improve the quality and the appetite appeal of the baked goods you sell.

So that we might bring this service right to your door . . . there is a Russell-Miller sales office near you!

## RUSSELL-MILLER MILLING CO.

*Specialists in the Milling of Fine Bakery Flour*



### SALES OFFICES

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**C. K. Burnham, Manager**

2325 Stone & Webster Bldg.  
90 Broad Street  
New York 4, New York

**F. A. Quigley, Manager**

87 Childs Street  
Buffalo 3, N. Y.

**Robert W. Smith, Manager**

931-932 Phila. Savings Fund  
Soc. Bldg.

Philadelphia 7, Pennsylvania  
**C. R. Troutner, Manager**

1602 First National Bldg.  
Birmingham 3, Alabama

**Paul D. Nease, Manager**

145 W. Broadway  
Alton, Illinois

**Ray E. Bury, Manager**

2400 South Ervay Street  
Dallas 1, Texas

**R. S. Hjelmseth, Manager**

Midland Bank Building  
Minneapolis 1, Minn.

**E. D. White, Manager**

*The Battle of Trenton*

## *It happened in 1776*

Washington's army of battle-weary soldiers had just been beaten by Lord Howe's British army and forced to retreat across the Delaware. But the British unwisely stopped at Trenton to celebrate their victory before crossing the river. Meanwhile, Washington reorganized his troops and on December 26th, 1776, made the famed crossing of the ice-clogged Delaware to attack Trenton. The British were caught unaware and defeated within forty-five minutes.

During the same year—1776—Shellabarger's was founded and for nearly two centuries has maintained an unsurpassed standard of flour quality. The Shellabarger crest is the traditional symbol of that uncompromising quality. The next time you order bakery flours, specify Shellabarger's and you too, like thousands of bakers who now rely on them exclusively, will be assured of uniform, dependable production performance.

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**PEACOCK**


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**BIG "S"**


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**GOLDEN BELT**


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**PANCRUST**


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**WONDERSACK**


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**DOUGHBUSTER**


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Since 1776? SHELLABARGER'S FLOUR MUST BE GOOD!

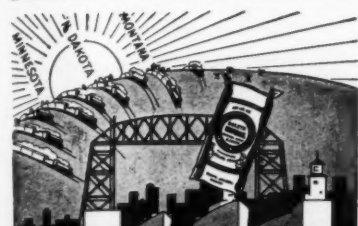
**SHELLABARGER'S, Inc.**

SALINA, KANSAS



## Convention Plans for West Virginia Bakers Announced

WHITE SULPHUR SPRINGS, W. VA.—The emphasis will be on fun at the annual meeting of the West Virginia Bakers Assn., to be held at the Greenbrier Hotel here July 27-29. The association has announced that



### The Choice of the Finest Hard Wheats

The only mill in this great terminal market, Universal consistently offers:

**BETTER SPRING WHEAT AND DURUM FLOURS**

**DULUTH UNIVERSAL MILLING CO.**  
Duluth, Minnesota

### WHITE WHEAT

Low Protein Cake and Cookie Flours

**AMENDT MILLING CO.**  
Monroe, Mich.



BLAIR MILLING CO., Atchison, Kans.

### GLOBE BAKERS FLOUR

Globe Cereal Mills  
El Paso, Texas

### Super Chief

High Protein Flour

**GREEN'S MILLING CO.**

Morris, Minn.

### ACME RYE

A HIGH QUALITY WISCONSIN RYE FLOUR  
All Grades

**FISHER-FALLGATTER MILLING CO.**  
WAUPACA, WISCONSIN

### Miner - Hillard Milling Co.

WILKES-BARRE, PA.

Manufacturers of  
CORN FLOUR - CORN MEAL  
CORN SPECIALTIES



Kansas City, Kan.  
Atlanta - Los Angeles  
St. Louis  
New York  
Dallas  
Minneapolis  
New Orleans  
Denver

BAG MAKERS SINCE 1870

all reservations must be made through the secretary at 611 Pennsylvania Ave., Charleston.

The business meeting for member bakers and the election of officers will be held at 9 p.m., July 27, and the baker-allied business meeting is scheduled for 10:30 a.m., July 29.

Also on the convention schedule are the men's golf tournament, ladies' bridge and canasta tournament, the president's reception and cocktail party, dinner and starlight party, all to be held July 28; the grand banquet and dancing July 29.

Something new is promised for the starlight party. C. Froman Johnson, promotion director for the Charleston Daily Mail, will present his high jinks in the costume of a jovial baker. Also on tap is an appearance of the "Ravishing Beauties" chorus line, with the possibility that "a surprise baker chorus girl may bring down the house."

—BREAD IS THE STAFF OF LIFE—

### SEATTLE FIRM OBTAINS CAMPBELL OVEN RIGHTS

SEATTLE—Washington Industrial Products, Seattle, announced recently that it has acquired the patent rights for Campbell bake ovens. J. A. Campbell, former owner of the plant, is no longer associated with this firm. Present owners of the company are manufacturing these ovens under the new brand name of Campbell "Oven-King."

The new ownership of this company is the same as that of the Coates Electric Mfg. Co., Seattle, manufacturer of electrical industrial ovens, boilers and allied products for more than 25 years.

### Oven Conditions

(Continued from page 42)

just the timing between the pusher and the oven speed to get the desired spacing between the sets of pans. In order to get uniform spacing, it is advisable to have the pans equipped with spacing lugs. The pan manufacturer can advise you on the type and size of these lugs and whether they should be located on the side or ends or both, according to the type of oven.

Rather than crowd the pans on the trays too tight (leaving little or no space between the pans) it is better to put one less pan on the tray. Generally, the loss of this pan can be compensated for by reducing the baking time by increasing the speed of the oven.

No specified time or temperature can be given at which a loaf of bread should be baked. The weight of the loaf in relation to the pan size, the volume of the loaf, the character of the bread, the age of the dough, and the ingredients used, together with the proof of the loaf—all these factors must be taken into consideration when attempting to give the proper temperature and baking time. Once a proper balance between these factors has been established, there can be no short cuts.

In conclusion, the proper oven conditions for white pan bread involve many considerations. The baking time and oven temperature required to produce bread of the desired volume; the proper circulation of air and humidity within the oven to avoid hot spots, the spacing of pans within the straps and the spacing between straps to secure a smooth break and shred and firm side crusts on the bread—all these factors enter into the production of uniform bread of proper quality.

## Want new money-making IDEAS?

Now it's as easy  
as clipping a  
coupon . . .



The editors have gone further to make it easy for you to obtain additional information about the development of new and improved products, new services and new literature offered by manufacturers and suppliers. On another page in this issue you'll find these new money-making ideas described in the Worth Looking Into department.

All you have to do to obtain the additional information that you'll want about the ideas you can use in your operations is to clip the coupon-return-address card in the lower outside corner of that page. Circle the number of the item you're interested in; fill in your name and address. Fold the clip-out over double, fasten the edges together and drop in any mailbox.

That's all you do. We'll pay the postage. You can be assured we'll see to it that you get the additional information you want quickly.

You're sure to find a money-making idea. Take a look now



## It's Worth Looking Into...

### Better Milling of Finer Wheat Produces *Acme's* Three great baking flours!

ACME quality baking flours are known by the nation's bakers for their uniformly superior performance in the shop. ACME Mills buy and use only choice varieties of Turkey-Type wheats . . . their modern, scientific milling technique is backed by a half-century of experience . . . and every milling is rigidly pretested in ACME's own Baking Laboratories for flavor, texture, color, absorption, uniformity and QUALITY BAKING RESULTS.



for better baking

ask for

**Acme!**

THE ACME FLOUR MILLS CO., OKLAHOMA CITY, OKLA.



### The J. C. Lysle Milling Co.

MILLERS OF

**HARD AND SOFT WHEAT  
FLOUR**

SINCE 1874

Leavenworth, Kansas

### Soft Winter Wheat Flours

Family - Commercial  
Export

Long Distance Telephone 32  
Cable address - "Jasco"

**J. Allen Smith & Co., Inc.**  
KNOXVILLE 6, TENNESSEE

## AIB Schedules Course in Baking for Milk Salesmen, June 16-27

CHICAGO—The American Institute of Baking has scheduled a short course in baking for dairy salesmen, to be held at the institute in Chicago June 16-27. Enrollment in the course will be limited to 40.

Members of joint baker-dairy committee who are planning the course are:

Baker members—L. E. Caster,

chairman, Keig Stevens Baking Co., Rockford, Ill.; Wendell Fish, Federal Bakery Co., Winona, Minn.; William E. Maier, Maier's Bakery, Reading, Pa.; Charles Regan, Interstate Bakeries Corp., Chicago; Joseph M. Tombers, Purity Bakeries Corp., St. Paul, Minn., and Robert M. Woods, Woods Bakeries, Inc., Evanston, Ill.

Dairy members—H. R. Leonard,

chairman, Twin City Milk Producers Assn., St. Paul; B. F. Beach, Michigan Producers Dairy Co., Adrian, Mich.; R. M. Hadrath, Maple Island, Inc., Stillwater, Minn.; L. E. Metzger, Bowman Dairy Co., Chicago, and F. D. Stone, Land O'Lakes Creameries, Inc., Minneapolis.

The first of the institute's series of short courses, given in response to requests of allied trades of the industry, was the one for flour salesmen which was held Jan. 7-18, with 40 in attendance.

The June course for the milk salesmen including dry milk. Lectures will be

men will give the enrollees an appreciation of bakers' production problems in relationship to ingredients, given by members of the regular teaching staff of the school, and by scientists from the institute's laboratories and department of bakery sanitation.

Bakeshop sessions will give students practice in baking, to augment the lectures and demonstrations. Applications now are being received at the school, and information concerning the course may be had by writing to Alpha Carlson, registrar, American Institute School of Baking, 400 E. Ontario St., Chicago 11.

—BREAD IS THE STAFF OF LIFE—

### COMMITTEES APPOINTED BY PENNSYLVANIA BAKERS

PHILADELPHIA—Standing committees of the Pennsylvania Bakers Assn. have been appointed by Edward E. Hanscom, Jr., Hanscom Bros., Inc., Philadelphia, association president. They include:

Food standards and sanitation—Karl E. Baur, Liberty Baking Co., Pittsburgh, chairman; Louis J. Dudt, Dudt's Premier Bakery, Pittsburgh, co-chairman; Paul M. Baker, Jenny Lee Bakery, McKees Rocks; G. Leonard Conly, Parkway Baking Co., Philadelphia, and R. H. Levy, Kingston (Pa.) Cake Co.

Vocational training—Mr. Baker, chairman; F. William McCarthy, Fleischmann's Vienna Model Bakery, Philadelphia, co-chairman; John P. Byrnes, Byrnes & Kiefer Co., Pittsburgh; Theo. H. Doehla, Penn Baking Co., Inc., Pittsburgh; Gustav S. Masezik, Gustav's Pure Food Bakery, New Castle, and C. Frank Summy, Jr., Gunzenhauser Bakery, Inc., Lancaster.

Legislative matters—Albert S. Schmidt, Capital Bakers, Inc., Harrisburg, chairman; Dean A. Anderson, Anderson's Baking Co., Warren, co-chairman; Mr. Baker; Mr. Doehla, and D. Carl Shull, J. S. Hershey Baking Co., York.

Group insurance—Mr. Hanscom, chairman; Ralph W. Sotzing, Bethlehem (Pa.) Baking Co., co-chairman; Mr. Anderson; Guy S. Beaver, Beaver Bros. Baking Co., Burnham, and Theo. Staab, association secretary.

Finance and dues—Mr. Sotzing, chairman; Mr. Beaver, co-chairman; Joseph L. Carroll, Pillsbury Mills, Inc., Philadelphia; Mr. Masezik; C. F. Stroehmann, Stroehmann Bros. Co., Williamsport; Ralph M. Chantler, Chantler Baking Co., Butler; Ross D. Miller, William Freihof Baking Co., Philadelphia, and Mr. Summy.

By-laws—William E. Maier, Maier's Bakery, Reading, chairman; John R. Dwyer, Fitch Baking Co., Erie, co-chairman; W. Arthur Holmes, Puritan Pies, Inc., Philadelphia, and J. W. Williamson, Duquesne Baking Co., Pittsburgh.

—BREAD IS THE STAFF OF LIFE—

### KEYNOTE SOUNDED FOR FOOD TECHNOLOGISTS

CHICAGO—"The future development of the food industry is potential in the research laboratories," Dr. Charles N. Frey, president of the Institute of Food Technologists, said recently in keynoting the institute's annual meeting, scheduled June 8-11 in Grand Rapids, Mich.

"The advances made in science and industry are created by men who have learned to use the wisdom and experience of the past and who have the insight to see the pattern of the future," Dr. Frey said.

B-E-T-S tablets first made it possible for bakers to enrich bread easily, accurately and economically back in 1941, at the very beginning of the enrichment program. B-E-T-S continue to lead the way to better enrichment through constant research and product improvement.

Let your Sterwin Technically-Trained Representative show you how the B-E-T-S Inventory Control System can supply your production needs with minimum inventory investment.

#### Here's why B-E-T-S lead!

1. The Original tablet method which has been universally adopted by the baking industry, has saved bakers many millions of dollars.
2. B-E-T-S formulas, the first to meet government requirements, have now become standard throughout the industry.
3. Fastest disintegration and uniform dispersion insure dependable and uniform enrichment.
4. Contain Ferrous Sulfate—the highly assimilable form of Iron—an exclusive feature—at no extra cost.

**Sterwin Chemicals Inc.**

Subsidiary of Sterling Drug Inc.  
1450 BROADWAY, NEW YORK 18, N.Y.

Pioneers in Food Enrichment

I'm reminding your customers to

**"BUY ENRICHED BREAD"**

3 mornings a week on "Ladies' Fair" over 535 Mutual Network stations.



Branches in major cities: New York, Chicago, St. Louis, Kansas City, Mo., Denver, Minneapolis, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.





## CHEER UP

Things Will Be Better  
Tomorrow or Tomorrow

Our Future is what we make it.  
Plan now to make yours a long,  
happy and successful one by keeping  
your products tops in quality . . . Use

**GOOCH'S BEST**  
*Identical*  
*Performance* **FLOUR**

**GOMEC—AKSARBEN**

**GOOCH MILLING & ELEVATOR CO.**  
**LINCOLN, NEBRASKA**

*Daily Capacity 5,000 Cwts.*

*Elevator Space 2,100,000 Bus.*

## Successful Selling

(Continued from page 31)

fact so that it can be passed on to customers.

Bakery salesgirls should always be impressed with the fact that quality comes before price. Frequently a customer may say that she can buy a cake at a lower price in another bakery, but if the salesgirl has been trained to know the ingredients that are in the product she is selling, usually she can overcome this price objection.

The value of bakery goods, the same as with all other foods, lies in their nutritive value. Taste, freshness and other qualities enter into this picture, but the nutritive value is the main thing. If a baker is making the best possible products he can, selling them at a fair price, and his salesgirls are trained so that they can pass this information on to customers convincingly, the merchandising undertaking has been accomplished.

**LACK OF RECORDS:** Probably one of the weakest factors in the small retail baking field is the lack of ade-

quate records. This applies to every phase of the industry—sales, production, management, maintenance, etc. We realize how difficult it is for many of the small retail operators to find time to keep the records they should have. Generally they do most of their own baking, and other members of the family are equally busy.

Nevertheless, without an adequate record of sales and production costs, as well as the other items of expense that enter into the business, it is practically impossible for a baker to know if he is meeting expenses, much less making a profit. Records of this kind do not need to be elaborate. A



Herb E. Brauns

**PROMOTED**—Herb E. Brauns, former district manager of the Cincinnati district of the Red Star Yeast & Products Co., Milwaukee, has been promoted as of March 1 to divisional bakery sales representative, J. A. Kirkman, Jr., executive director of sales and advertising, has announced. Mr. Brauns has been with Red Star since 1925 and became district manager of the Cincinnati district in 1948.

very simple system of expenses and sales income will provide the basic information needed for an intelligent operation of a retail bakery.

No part of a bakery operation can be more important than this. Without an adequate knowledge of operating costs and sales income, it is impossible to conduct a business efficiently and intelligently. The proof of this is that the most successful retail bakers are those who know what their costs are.



Earl W. Mansbach

**TO SALES POST**—Earl W. Mansbach, Hartford, Conn., has been named sales representative in Connecticut for the bakery flour division of Russell-Miller Milling Co., Minneapolis. Mr. Mansbach, with nearly 25 years' experience in the flour milling business, formerly was with Eagle Roller Mill Co., New Ulm, Minn. Prior to that he was with General Mills, Inc., and International Milling Co., both of Minneapolis, and Federal Mills, Lockport, N.Y.



*Beautiful*  
made with

**WHITE BREAD**

**Wytase**  
REG. U. S. PAT. OFF.  
**DOUGH WHITENER**

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 9, Illinois



**Four**  
*separate milling units*  
*at the same location*

**4**

**...to serve  
 bakers with**

- 1 SPRING AND HARD  
 WINTER WHEAT FLOURS**
- 2 SOFT WHEAT FLOUR FOR  
 CAKES, COOKIES, CRACKERS**
- 3 RYE FLOURS**
- 4 WHOLE WHEAT FLOURS**



*F*ROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

**B. A. ECKHART MILLING CO.**

**CHICAGO, ILLINOIS**

*Sales representation in:* BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, STAUNTON—VIRGINIA, ATLANTA—GA. AUGUSTA, GA., JACKSONVILLE—FLORIDA, GENEVA—NEW YORK, HARRISBURG—PA., PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, FORT WAYNE—INDIANA, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, MOBILE—ALABAMA, NEW ORLEANS

## Raisin Sales at Five-Year High

FRESNO, CAL.—The volume of raisin sales is at the highest level in five years, the California Raisin Advisory Board reported recently in a survey of marketing results for the first half of the 1951-52 season.

Shipments to the U.S. and Canada for the September-February period totaled 94,813 tons, compared with 85,441 tons in the same period a year earlier and 90,977 two years ago. Sales of both packaged and bulk raisins were up.

Paul L. Johnson, manager of the

board, has reported that during the spring and summer months the industry has a program designed to direct consumer attention to use of raisins in baked goods. He said that there are signs of increased interest in production of high quality raisin bread.

### Research Program

The first steps in the research program to investigate the possibility of raising the quality of raisins and of developing new uses for raisins have been completed, it has been reported by Henry J. Andreas, chairman of the research committee of the California Raisin Advisory Board.

He said contracts have been let with the Coast Laboratories of Fresno and with the University of California and work has begun. He added:

"Six people are working on product development at Berkeley under the direction of Dr. W. V. Cruess of the university's division of food technology. Raisins are versatile enough so that it is no great problem to find new ways to use them. But the big job, which hasn't even started yet, will be to consumer test these new products to determine their public acceptance."

Mr. Andreas said other new product work is being planned at the College of Agriculture at Davis un-

### OPERATION DOUGHNUT

In a 25-day period 1,400,000 fresh doughnuts were distributed to military personnel taking part in the recent "Exercise Longhorn," the largest peacetime military maneuvers in history. They were made on a 24-hour schedule, packed 3 doz. to a bag and distributed on trucks. The Doughnut Corporation of America reports that three shifts were kept busy, with noncommissioned officers in charge and student bakers operating the equipment. Daily output was 5,000 doz.

der the direction of Dr. E. M. Mrak, head of the university's division of food technology.

The quality improvement work is progressing with what he called "exceedingly gratifying cooperation from raisin packers." He said one rough model machine has been built by Coast laboratories to find out what air velocities would be required for separating different grades of raisins and the first regular model is being built now. He continued:

"Construction will start soon on a machine which will do four successive air separations, eliminating the necessity of resetting and rerunning samples. Coast Lab presently is getting samples from several packers of what they consider to be good, average and poor grades of delivered raisins. Some testing done along these lines earlier showed that what looks good in the sweat box is not necessarily the best quality raisin."

Hugh M. Tucker, chairman of the California Raisin Advisory Board, said the research committee is trying to solve the grading problem in a manner which will be equitable to both grower and processor.

—BREAD IS THE STAFF OF LIFE—

### L. V. COGGINS NAMED BY NORTH CAROLINA BAKERS

GREENSBORO, N.C. — New officers of the North Carolina Bakers Council, Inc., who took office April 1, are L. V. Coggins, Kannapolis (N.C.) Bakery, president; E. T. Franklin, Made-Rite Bakery, Goldsboro, vice president; O. C. Jones, Jones Bros. Bakery, Inc., Greensboro, treasurer, and William C. McIntire, Jr., Greensboro, executive secretary.

—BREAD IS THE STAFF OF LIFE—

### INDUSTRY TRAINING PROGRAM DISCUSSED

CHICAGO—As one of the industries recognizing the value of vocational education, the baking industry is carrying on its own training program, through the American Institute School of Baking, Dr. Robert W. English, AIB director of education, said in a talk before members of the Illinois Industrial Education Assn., held in Chicago recently.

He presented the many occupational opportunities in the baking industry, and emphasized the value of the AIB training program. Designed to meet the needs of the industry, the school courses enable bakers and allied tradesmen to upgrade themselves by broadening their knowledge of the science and production of bakery foods, he told the audience.

—BREAD IS THE STAFF OF LIFE—

### BON TON APPOINTMENT

FT. WAYNE, IND.—George Minor, former head of the Oklahoma A. & M. School of Baking, has been named supervisor of Bon Ton Bakery, Inc., bakeries and products control at three stores in Ft. Wayne, Ind.

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-FIVE YEARS



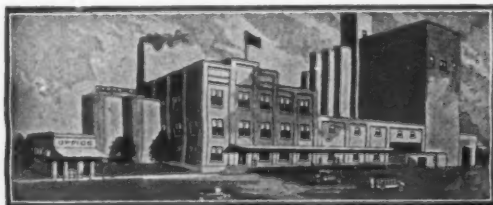
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

SEVENTY-FIVE harvests have come and gone in Kansas since the Hunter Milling Co. was established. Soon we will again be selecting the finest of this golden stream for Hunter flours . . . our seventy-fifth anniversary crop which seems destined to be one of the very best. And with the recent completion of our \$1,500,000 expansion and modernization program, our facilities for storage and milling are at a new high, too.

THE HUNTER MILLING CO.  
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY



*Peak Performance*  
BACKED BY  
*Superior Service*

# PIKES PEAK BAKERY FLOURS



*The* COLORADO MILLING & ELEVATOR COMPANY

*General Offices:* DENVER, COLORADO

LONE EAGLE PEAK  
IN THE COLORADO ROCKIES

## Adjectives Replace Points in AIB Sanitation Scoring

CHICAGO—To make possible greater uniformity in the sanitation rating system of firms subscribing to the American Institute of Baking's bakery sanitation inspection program, five adjectives—superior, excellent, satisfactory, passable and unsatisfactory—have been established to replace the point scoring, according to Louis A. King, Jr., director of sanitation. Bulletins interpreting the new classifications have been sent to sub-

scribers and the system will be fully explained at the time of individual plant sanitation surveys.

Among the firms requesting members of AIB's department of bakery sanitation to discuss the new system at company sanitation and production group meetings is the Purity Bakeries Corp. Mr. King and Philip T. McDonald, who met with the group, also outlined the operation of a sanitation committee for self-inspection and reviewed recent developments in residual insecticides. Other requests from comparable groups for sessions of this type are being filled, AIB states.

Certificates of participation will be awarded to subscribing plants attaining a passable or satisfactory grade, and certificates of achievement will be awarded to those attaining an excellent or superior grade.

### DIAMOND ALKALI SALES UP

CLEVELAND—Net sales of Diamond Alkali Co., Cleveland, for the quarter ended March 31, 1952, were \$20,501,624 as compared to \$18,977,055 for the same period of 1951, Raymond F. Evans, president of the company, told Diamond stockholders at their annual meeting held in Cleveland recently. First quarter 1952 net income after provision for federal in-

come and excess profits taxes was \$1,646,869 which, after payment of the preferred stock dividend, is equivalent to 67¢ per share on 2,260,103 shares of common stock issued and outstanding. This compares with net earnings of \$1,658,391, or 73¢ per share of common stock on the same number of shares for the first quarter of 1951, after restating federal income taxes to the actual average rate for 1951.

## LEVER BUILDS FOR THE FUTURE... New Los Angeles Plant ★



Ted Lauder

## NOW 3 GREAT PLANTS TO SUPPLY THESE 3 GREAT SHORTENINGS

### GILT EDGE

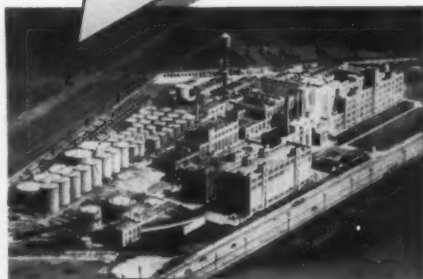
The finest in the emulsified shortening field.

### COVO

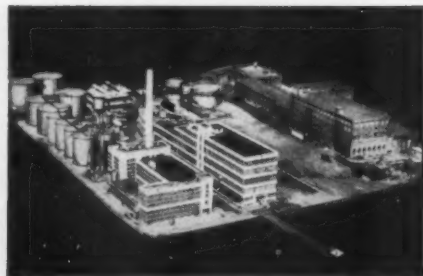
The all-purpose fully hydrogenated shortening.

### HYDORA

The Standard for all standard pure vegetable shortenings.



HAMMOND, INDIANA



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the industry's needs. Now we are expanding to match your growth... a modern plant in Los Angeles will join those in Hammond and Edgewater.

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## LEVER BROTHERS COMPANY

General Offices: 445 Park Ave., New York 22, New York



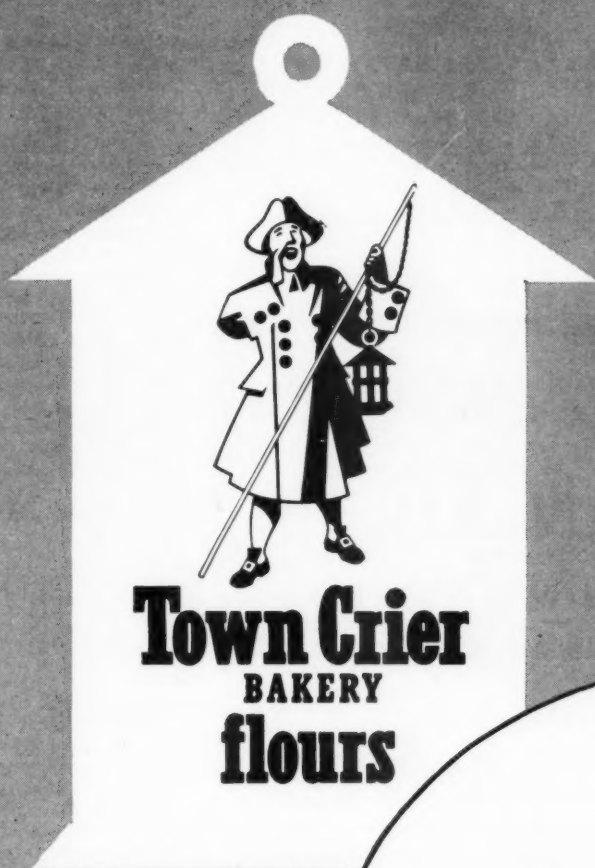
Phil Laughlin

**EKCO APPOINTMENTS** — Ekco Products Co., Chicago, baking pan manufacturer, has appointed Ted Lauder as assistant sales manager, Chicago office, and Phil Laughlin as West Coast sales manager, Los Angeles office, it has been announced by Tom Dillon, vice president in charge of sales for the bakery division of the firm. Mr. Lauder, who joined Ekco in 1935, has assisted Mr. Dillon in the Chicago office since January, 1950. He had previously served as sales representative for Ekco's bakery division in the company's Midwest territory. Mr. Laughlin joined Ekco in 1938. Until 1942 he served as a Chicago sales representative, then transferred to the West Coast to work in the same capacity. During the past few years he has been in charge of the company's western bakery pan sales operation.



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**I**N SELECTING flour, it pays to choose only a time-tested quality brand—one on which you can always depend for successful baking results. The finest wheats, combined with the most modern milling methods, produce the superior quality found in Town Crier bakery flours. The great care taken in the fields and at the mills assures you of uniform, dependable flours and consistently finer, more profitable baked products.

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**THE MIDLAND FLOUR MILLING COMPANY**  
NORTH KANSAS CITY, MO.

## Saccharin Stability in Foods Reported in Magazine Article

ST. LOUIS — Saccharin may be used with complete satisfaction to sweeten beverages and foods under temperature and other conditions normally encountered in their preparation, according to an article recently published in the Journal of the American Pharmaceutical Assn. by Dr. Oliver DeGarmo and others. They were reporting on saccharin stability

which were made here in the laboratories of Monsanto Chemical Co.

In the investigation, carefully prepared solutions of saccharin were heated at temperatures ranging from 212 to 302° F. for one hour. The acidity of the solutions was regulated to duplicate that of most fruits, vegetables, meats and baked products. Tabulated results show that "for practical purposes, saccharin is stable" under conditions simulating the processing of most foods, and the sweetening effect is unimpaired, the article stated.

The authors point out that maximum temperatures encountered in food processing rarely exceed 302° F. Although the crust temperatures of baked products may exceed 302° F., the interior of most is approximately that of boiling water.

—BREAD IS THE STAFF OF LIFE—

## ALABAMA RETAILERS ESTABLISH COURSE

BIRMINGHAM—The Alabama Retail Bakers Assn. has set up a course in practical baking at the Alabama Boys Industrial School.

## Frozen Baked Products

(Continued from page 34)

the higher sugar and fat type rolls, namely Danish. Bake cakes and freeze them rather than the batter. Starch custards, or in fact almost any product with a high water content, will not freeze well before baking. Whipped and butter cream iced cakes freeze well. It may be necessary to experiment with fondant iced products that have been frozen. It is usually advisable to let the icing set or dry a little before placing them in the freezer.

### Temperatures

Ten years ago we thought it was necessary to freeze at 10 to 20° below zero. These past few years we have found that such low temperatures are not necessary and that 0 to 10° above is sufficient. I am of the opinion that temperatures 15 to 35° above and 35 to 70° above cause certain harmful reactions to bakery products. This needs more study and should be a subject of interest to all large operators, especially those shipping to distant points.

Generally speaking, the frozen food industry has solved its problems as to the best conditions for handling and shipping its many products. The produce industry is endeavoring to solve its problems as it realizes in shipping its product satisfactorily it must have a constant temperature. A special built refrigerated car recently made a trip from Oregon through the extreme weather of Canada, down through the states to the south, over into Mexico and back north to Oregon. Recording thermometers showed that while outside temperatures varied from 10° below zero to over 100° above, the inside remained within one or two degrees of 40° above, which kept the fruit in perfect condition. The special unit supplies heat as well as cold air.

Before closing, I would like to offer some advice on equipment. First of all, be sure that you are dealing with a company that knows and understands this subject and is not using you as a guinea pig to test a new product. Second, be sure that the freezing equipment is of sufficient capacity to do the job for the size box or room. Do not underestimate the size of the box needed, realizing that all of us who have freezers wish we had more space. I give this warning because many freezing experts have cropped up over night. I am fearful that some of the freezers that have been sold will not do an adequate job or hold up properly and that the freezing process will be unjustly blamed, whereas it should be charged to penny pinching or an unwise investment on the part of the baker.

This is a big subject and there are still many problems to be solved and much to be learned.

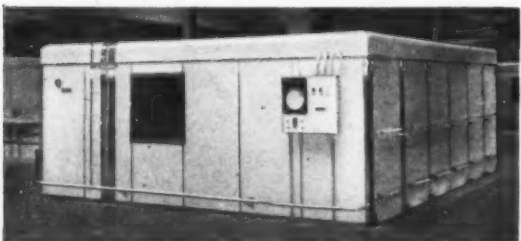
It's been a real pleasure to have been here again. Hope that I have been able to pass along a few helpful ideas or thoughts for you to take back home and start working on in your own plants. Each one of us has our own problems to solve. No one can do it for us, but that, after all, is why we are classified as bakery engineers. I would like to predict that freezing is going to be one of the factors that will help our industry solve some of the problems with which it is now confronted, including the five-day week.



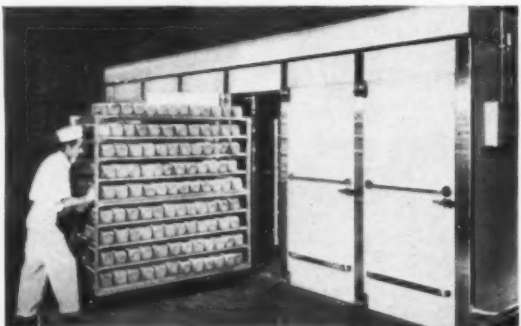
# Perfect weather every day with UNION-AIR CONDITIONING SYSTEMS



More than 30,000 tiny jets "float" air in constant draftless flow from each ceiling diffuser panel in a Union-Air Fermentation Room.



20° below...or 100° above...bright sunlight or heavy fog outdoors, temperature and humidity in this Union-Air Proofing Room are always correct for perfect proofing.



In the Union-Air Counter Flow Cooling System bread racks enter at one end and clean washed air at the other. Every loaf is uniformly cooled—quickly, yet gradually, without sudden temperature drops.

## FERMENTATION

Union-Air Fermentation Systems help develop the richest flavor and finest texture in your doughs because they give you *positive control* of temperature and humidity every day regardless of weather conditions. In addition, Union-Air's "Floating Air" principle ends the major problem of harmful, crust-forming drafts over the dough. With a Union-Air Fermentation System, production can be held on schedule.

## PROOFING

With a Union-Air Proofing System you select the best conditions for your product . . . and maintain them *automatically*. And there's no guess work about proofing time . . . you can set your schedule by the clock and hold to it! Add to these benefits the production of a better loaf, one that is always uniform in texture, color and quality.

## COOLING

The Union-Air Cooling System cuts bread cooling time in half and puts the process on a definite time basis, eliminating delays in slicing, wrapping and delivery. Fewer racks are needed and floor space is saved. The Union-Air Counter Flow method of cooling with clean, washed air protects bread from shock, assures smoother crust, and an interior free from sogginess. The cost of operating a Union-Air System is surprisingly low.

Phone, wire or write for complete information on Union-Air Conditioning Systems.



UNION STEEL PRODUCTS COMPANY  
ALBION, MICHIGAN



## Questions and Answers

### A SERVICE FOR BAKERS

Conducted by  
**Adrian J. Vander Voort**  
 Technical Editor of The American Baker

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and head of the School of Baking, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communications should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota.

#### Danish Pastry

We are opening a small business soon, and I am interested in obtaining some exceptional formulas for Danish pastry, coffee cakes, tortes and cheese cake. Our aim is to supply quality rather than quantity.—A. R. H., Pa.

Here are a number of formulas you may wish to try.

#### Wisconsin Rye Flour

We Specialize in Dark Varieties

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#### BROWN'S HUNGARIAN

America's Premier Cake Flour

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#### Michigan Soft Wheat Flour

Plain and Self-Rising

King Milling Company  
 LOWELL, MICHIGAN

#### ROLL-IN SWEET DOUGH

Cream until light:

2 lb. 8 oz. sugar or dextrose  
 1 lb. 4 oz. shortening  
 12 oz. butter  
 5½ oz. salt  
 ¼ oz. cardamom  
 ¼ oz. mace  
 Lemon or vanilla to suit

Add gradually:

4 lb. whole eggs

Dissolve and add:

2 lb. yeast  
 8 lb. cold milk

Then add and mix until smooth:

10 lb. bread flour  
 10 lb. pastry flour

This dough should be made to come out at about 60° F. or less and kept cool. It should be on the soft side. Allow the dough to rest for about 15 minutes.

While the dough is resting, mix together:

4 lb. butter  
 4 lb. shortening or puff paste shortening

Divide the dough in half and roll out to an oblong piece about 2 by 2 ft. and about ½ in. thick. Then take one half of the butter mixture and cover two thirds of the dough. Fold the dough and then roll out again to its original size. Then fold again and allow to rest for 15 minutes. Repeat this procedure again. This gives the dough three foldings. Place in the refrigerator for about an hour and then make up.

Do the same thing with the other half of the dough and butter mixture. After the products are made up, al-

## "Diamond D"

Sheridan Flouring Mills, Incorporated  
 SHERIDAN, WYOMING

A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.

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THE ABILENE FLOUR MILLS CO.  
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Capacity 3,000 Cwts. Daily

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 Quality  
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Low Protein  
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 QUALITY FLOURS**

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 MAKE HAPPIER PRODUCTION HOURS

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**"Bread is the  
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KANSAS BEST  
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The Consolidated Flour Mills Co.

"In the Heart of Kansas"  
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# WESTERN STAR KANSAS STAR GOLDEN CREST



Top notch wheats are the foundation on which these "Star" flours are based. Milled to perfection from grain produced in the best section of the hard winter wheat belt.

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## FOR BAKERS



*Standard of Quality*

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INDIANAPOLIS 9, INDIANA

*May We Serve You?*

**E. P. MITCHELL COMPANY**



DWIGHT BUILDING, KANSAS CITY, MO.

low to proof and then bake at about 380-400° F.

**Note:** If desired, the dough can be made up into various units right after the dough has had the required number of folds. The panned shapes can be placed in the refrigerator and held from 24 to 48 hours. The products will proof somewhat during this period and will require very little additional proofing before being baked.

### COFFEE CAKE DOUGH (No. 1)

#### Cream together:

- 8 lb. emulsifying shortening
- 8 lb. 8 oz. sugar or dextrose
- 1 lb. malt
- 2 lb. butter
- 10 oz. salt

#### Add:

- 7 lb. egg (part yolk if desired)

#### Then add:

- 20 lb. milk (variable)
- 5 lb. yeast
- Flavor to suit

#### Mix in:

- 32 lb. bread flour
- 13 lb. pastry flour
- Dough temperature 78-80° F.

Allow to come up about three fourths and fold. Rest about five minutes and place on bench. Scale into units of desired size. Round up or make up into oblong shapes. Allow to rest for about 10 minutes and then make up into various shapes.

### COFFEE CAKE DOUGH (No. 2)

#### Cream until light:

- 2 lb. granulated sugar or dextrose
- 1 lb. 8 oz. brown sugar
- 8 oz. malt
- 1 lb. milk solids (fat free)
- 4 lb. emulsifying shortening
- 5 oz. salt
- Grated rind of 4 lemons

#### Add gradually:

- 2 lb. whole eggs
- 1 lb. yolks

#### Dissolve and add:

- 1 lb. 8 oz. yeast
- 8 lb. water

### Mix slightly and then add:

14 lb. bread flour  
4 lb. cake flour or pastry flour  
Dough temperature 80° F. Fermentation time about 2 hours. Scale into units of desired size and allow to rest about 10 minutes. Then make up into units of desired shape.

**Note:** Rich doughs of this type color up rapidly in the oven, so watch the oven temperature and baking time closely. The temperature of the oven should be about 365-385° F. depending upon the size of the units, large units requiring the lower baking temperature.

### WHOLE WHEAT DANISH PASTRY DOUGH

Mix the following into a cold dough using the same mixing procedure as used in the Danish pastry dough:

- 6 lb. bread flour
- 3 lb. whole wheat flour
- 4 lb. cold milk
- 2 lb. whole eggs
- 1 lb. 4 oz. brown sugar
- 1 lb. 4 oz. shortening
- 4 oz. malt
- 2 oz. salt
- 1 lb. yeast

Lemon and vanilla flavor to suit

When the dough is mixed, place in refrigerator and allow to relax for about 20 minutes. Then roll in either

of the following blended shortenings:

### Roll-in Blend (No. 1)

#### Mix together:

- 4 lb. puff paste shortening
- 4 lb. butter
- 2 oz. salt

### Roll-in Blend (No. 2)

#### Mix together:

- 4 lb. butter
- 4 lb. shortening
- 8 oz. milk solids (fat free)
- 2 oz. salt

Give the dough two three-way folds, allowing 20 minutes between folds. Return to the refrigerator after the last fold and allow the dough to relax about one hour before making up into desired shapes.

After baking, use either a glucose or an apricot glaze to glaze above products.

### Boost Your Cake Business with a Show Case Full of BUSH WEDDING CAKE ORNAMENTS Including the Revolutionary New Cake Tiers that You Can Afford to Give Away!

Many of America's smarter bakers today have learned that you can increase the number and size of wedding cake orders simply by stocking and showing a larger selection of Bush wedding cake ornaments! Universally appreciated for their striking beauty and superior construction, they are worthy of a place on YOUR wedding masterpieces! Over 40 different styles and sizes in a complete range of prices to suit every customer's needs! . . . Bush's New Wedding Cake Tier Separators made from beautifully white styrene fulfill a long-felt need for quality separators you can afford to give away. Order from your Supply House today.

P. S. Have you seen the wonderful Bush Bowl Scrapers yet? Nothing like them!

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16" WIDE x 4" HIGH

18" WIDE x 4" HIGH

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28" WIDE x 4" HIGH

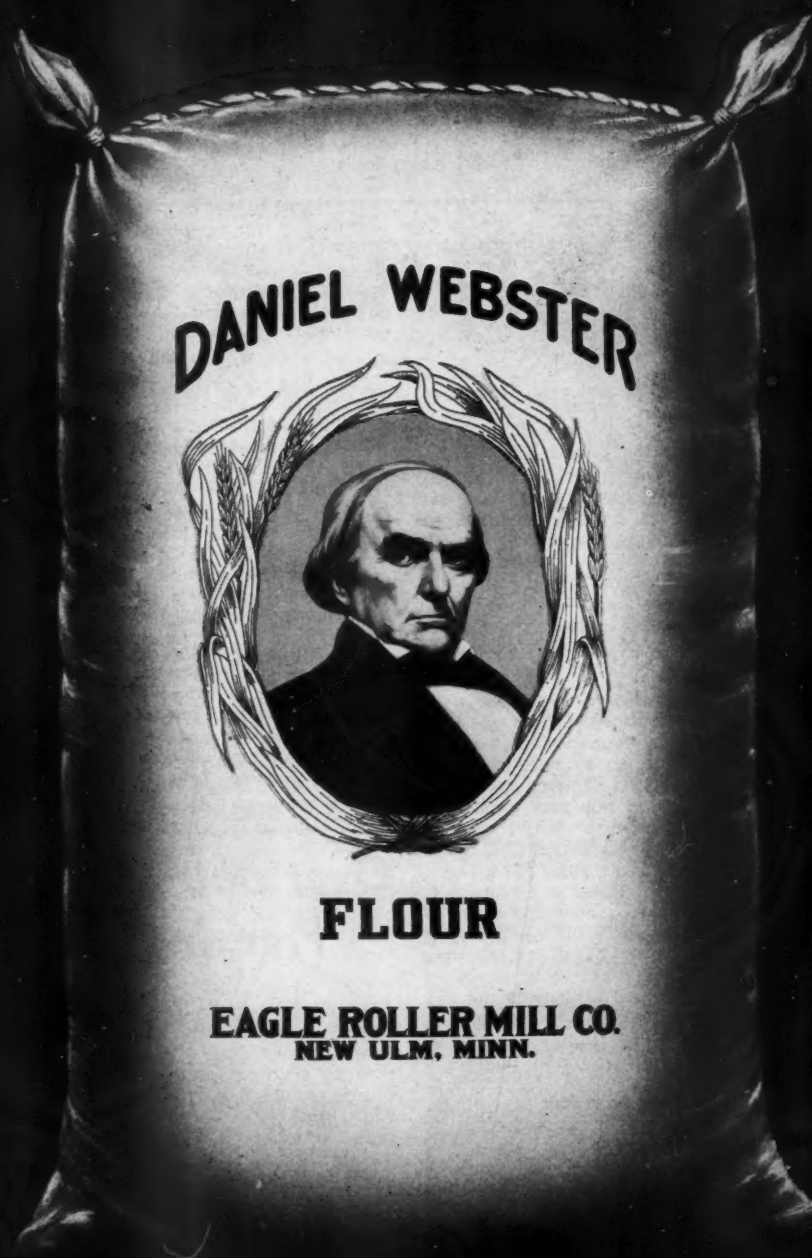
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32" WIDE x 4" HIGH

34" WIDE x 4" HIGH

36" WIDE x 4" HIGH





*Milled with infinite care and skill  
from premium wheat. Outstanding among  
the country's finest flours.*



**Eagle ROLLER MILL COMPANY**

Since 1856

NEW ULM, MINNESOTA



# Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

**THE EIGHT-INCH PIE** — A New York Times editor complains whimsically, yet with a definite undertone of serious grievance, of the American Can Co.'s recent statement to stockholders that smaller mincemeat containers are in order now "because the popular pie of today is one of eight inches in diameter, whereas in times gone by it was nine inches or even 10." To meet this situation a No. 303 mincemeat can has supplanted the larger No. 2.

"An eight-inch pie, a tiny, shrunken 303 pie," moans the Times editor, "is not a pie at all. It is a tart. It is unworthy of a table about which hungry men sit, gathering in the limitless quantities of energy that are demanded by the unceasing struggle against life. An eight-inch pie is the sort of thing to find favor with gentle ladies, relaxing in late afternoon over teacups. For knitting or chatting idly they require no No. 2 pie—or, in any case, they would avoid it because of the deep-dish calory content. But tea parties aside, of what use is an eight-inch pie?"

"No one can build a bridge on an eight-inch pie, or dig a ditch, or plow the south 40 acres, or appear at his best while summing up a case as the representative of the People of the State of New York. No one can appear at his best while hungry, and a piece of eight-inch pie can be regarded as little beyond a flirtation with actual starvation. It is tantalizing, no more—a mere sample of what an honest pie should be. That No. 303 can should be devoted to turnips, gritty spinach or other second-class matter, but should never be used for apple slices, pumpkin or mincemeat.

● **Skeleton at the Feast**—"While an eight-inch pie is an error of judgment at all times, its appearance is intolerable on such traditional occasions as the Thanksgiving Day dinner. In addition to its failure to provide a reasonable share of food it also is visually unesthetic, the anachronism at the table. Gathered at the table are all the members of the family,

several generations of them and many coming home from distant places, so that the family is at its greatest size. The turkey is big, the mashed potatoes almost spill over the top of the serving dish, even the celery and giant olives are set in huge mounds.

"After eating several helpings of these things, washed down by many ladles of thick gravy, each member of the family becomes even larger than he was at the start of dinner, making immensities of everything not only on but all around the table. At the Thanksgiving Day dinner the climax should be, as is the case in all major works of art, at the end. What sort of climax is an eight-inch pie, that fragment set down as though in pointed ridicule of the entire meal, as well as of those partaking?"

● **None for Tomorrow**—"There is yet another bad feature of the eight-inch pie, one going even beyond the fact that it makes an esthetic chaos of the Thanksgiving dinner. It is that a proper pie is not just a one-day thing. There always should be left-over pieces of pie about the house. An eight-inch pie is good for a single meal, no more. There is nothing left over to be placed near the front of the icebox against the hunger that strikes at midnight, nothing left over to lend a little dignity to the next day's lunch. Finally, there is nothing left over for breakfast. It is pie at breakfast that builds the bridge, plows the south 40 and honorably represents the People of the State of New York. No breakfast pie yet has come—or ever will come—from that wretched, microscopic caricature of a full measure, the No. 303 can."

● **The Bakery & Confectionery Workers International Union of America is properly bread conscious and takes a spectacular way of showing it and of endeavoring to persuade the rest of the world to be likewise conscious. Its stationery is cut in the shape of a loaf of bread and its brown tint suggests the irresistible goodness of the Staff of Life as it**

*comes browned from the oven. Brown, too, is the ink of the letterhead, and brown the typewriter ribbon used in pounding out the president's correspondence.*

● ● ●  
*Cereals were so important in Biblical meals that both the Old and the New Testament give a variety of ways in which they were used. One simple preparation was to soak the grain in water or boil it slightly, and serve it after drying and crushing. Crushed wheat or rice was added to boiling meats in forming stews. It is said, indeed, that the housewives made "savory messes" of any grains at their disposal.*

● ● ●  
I do not condemn whole wheat. I just say there is no reason it is better than enriched products from a practical viewpoint.—*Dr. Frederick J. Stare, director of nutrition, Harvard University School of Public Health.*

## Over 600 Attend Bakers Forum; Freezing, Profit Angle Stressed

LOS ANGELES—Prudent utilization of the possibilities in freezing bakery products was hailed as the foremost opportunity of these times for the average retail baker at the fourth annual Bakers Forum, held at the Huntington Hotel April 15-16, under the auspices of the Allied Trades of the Baking Industry of Southern California.

Testimony of experienced bakers at the panel on "Fresh Frozen Bakery Goods" pointed to the ways and means of doing a better job of operating a bakery shop with freezer processes. Manual Broder, De Lite Bakery, detailed the labor economics possible through freezers. In his shop products are frozen during the fore part of the week for sale during the latter part of the week, thus leveling

## AIB ALUMNI ORGANIZE POTOMAC STATES UNIT

WASHINGTON — Alumni of the American Institute of Baking residing in the Potomac States area (Delaware, Maryland, District of Columbia, Virginia and West Virginia) are being invited to join the new Potomac States Chapter of the AIB Alumni Assn.

The new group, according to the organizer and first president, Ralph B. Fagaly, Standard Brands, Inc., Washington, is hopeful of meeting at least once a year, probably during the annual Potomac States Bakers Assn. meeting. Impetus to the chapter was given by 18 alumni who gathered for the first meeting. Other endeavors of the group will be to build the prestige of the institute and recruit students whenever possible.

In addition to Mr. Fagaly, the charter members of the chapter named these other officers: Vice president, Carl C. Hauswald, Jr., Hauswald Baking Co., Baltimore; secretary-treasurer, Walter N. Clissold, Bakers' Helper, Washington.

Contact with all alumni in the area will be made soon by letter, after policies as to dues and other details have been completed, Mr. Fagaly said.

The organizing of AIB alumni chapters over the country is an activity which is being actively sponsored by the parent association and its immediate past president, Richard Rohwedder, Purity Bakeries Corp., Chicago.



**BAKERS FORUM**—Winners in the Gold Cup competition at the Los Angeles Bakers Forum received their awards from Billie Burke, noted actress. Winners are, left to right, Chris Schondeff, decorated cakes, Nyberg's Bakery, Santa Monica; Ben Butler, who accepted the layer cake award for Green's Bakery, Barstow; Bud Conrad, novelty cake, Shopping Bag Market Bakery; Miss Billie Burke; Jay Thornton, pies, Thornton's Bakery, Pasadena; Clarence White, cookies, White's Variety Bake Shop; Ralph Englund, coffee cake, Mrs. Englund's Home Bakery; Mrs. Jay Thornton, who accepted the award for her husband's shop in retail bread; Dick Marik, wholesale bread, Eagle Baking Co., and Herb Schieb, who accepted the doughnut award for

Mrs. Sherman's Doughnut Kitchens. (Center) Those on the panel on frozen bakery products included, left to right, Tony Mickle, Federal Refrigeration Co., Waukesha, Wis.; Ed Burroughs, chairman, Leslie Salt Co.; Manual Broder, De Lite Bakery; D. A. Matot, D. A. Matot, Inc.; Erick Zeisman, J. H. Battelger Co.; Chris Weiss, Weiss Bakery, Bellflower, and Hugo Ebmeyer, Ebmeyer's Swiss-French Bakery, Montrose. (Right) The panel on bread sales included, left to right, Mrs. Carmen Bensen, housewife; Tom White, Globe Coffee Shops; Dale Weber, Jr., Interstate Bakeries Corp., chairman; Bob Nicolait, Helms Bakeries, Inc.; and Victor E. Marx, secretary-treasurer, American Society of Bakery Engineers.



## "David Harum" Special Bakers

Made from a carefully selected blend of Dark Hard Winter and choice Northern Spring wheats—  
DIASTATICALLY BALANCED

**STRONG—  
UNIFORM—  
EVENLY PERFORMING—  
FLOUR FOR BAKERS**

*Milled for Perfection  
—Not Priced*

*"Laboratory Tested  
For Fine Baking"*

**Lexington Mill  
& Elevator Co.**  
LEXINGTON, NEBRASKA  
SINCE 1884

## "Sweet Cream" "Very Best"

*Quality Flours*

**W. J. JENNISON CO.**  
MINNEAPOLIS, MINN.

### Chickasha Milling Co.

Capacity 1500 sacks OKLA. Cable Address "Washita"  
Manufacturers of High-Grade Hard Wheat Flour  
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### "Whitewater Flour"

Ground Where the  
Best Wheat Is Grown  
WHITEWATER FLOUR MILLS CO.  
Whitewater, Kansas

### Moore - Lowry Flour Mills Co.

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**PRECISION-MILLED FLOURS**

### Sands, Taylor & Wood Co.

Established 1790  
**KING ARTHUR FLOUR**  
BOSTON, WORCESTER, SPRINGFIELD, MASS.  
PROVIDENCE, R. I.

adding one new item weekly to his bakery line. If it clicks with his customers, it is included in his regular line. If it does not sell up to expectations, this experimental item is dropped.

Jay Thornton, the Pasadena baker who walked off with two gold cup awards in Forum competition, told the panel of his profit-making policies. His newest innovation is to team up with a florist, who supplies freshly cut flowers for his customers twice a week. He said that this warmed up his store and created an atmosphere of freshness and home-likeness that has enhanced his reputation. Also, he invests 2% of his sales in consistent display advertising. Mr. Thornton is a strong advocate of sampling, which he does with 25 to 30 dozen cookies daily.

#### "Don't Get in a Rut"

The peril of slipping into a well-fixed rut was discussed by Clarence White, White's Variety Bake Shop. His prescription was support and participation in trade organizations to keep the baker up-to-date. He spoke of the allied trades' promotions as a source of stimulation to bakers.

The profit picture was painted as one full of booby traps in these times unless the baker is accurately keeping account of his costs. With so many variable factors at work in the baking business, costs must be watched or the baker may suddenly find himself in serious financial trouble, it was emphasized.

The principal address, by Bernard E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., president of the Associated Retail Bakers of America, stressed the trends in the bakery industry and their consequent problems. Mr. Godde predicted that diet would be emphasized and become a factor for the baker to face. Food processors would win a continually greater share of the nation's income. Modern service and the best equipment are more imperative under the pressure of higher costs and multiple taxes.

More youth in the industry, particularly the sons of bakers who will regard the industry as the best business in the world, is a need for the future, Mr. Godde said. To keep baking the best business in the world the fullest participation in community affairs and the solid support of bakery organizations and trade functions will be required.

#### Statistics in Advertising

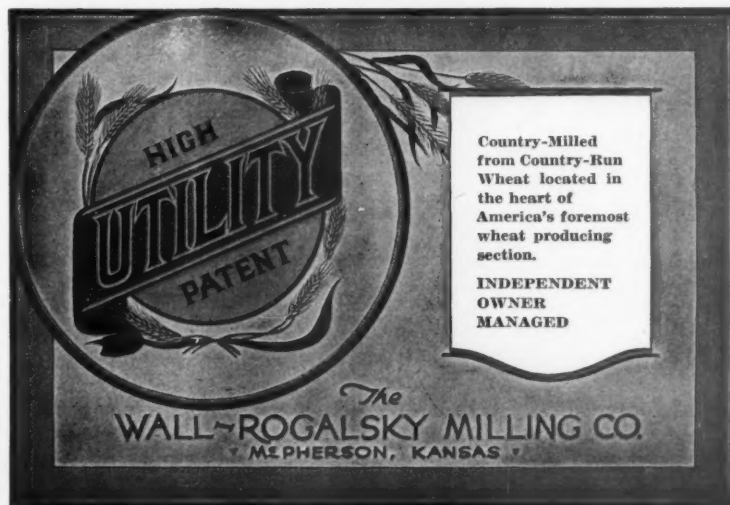
Statistics that will touch the emotions and feelings of prospects make for the best advertising, declared George Wolfe of Tom Clark of California. The role of personality in the success of sales was the theme of the talk by Carl Pickering, Mrs. Conkling's Bakery, San Diego. The place of equipment in the mixing processes was detailed by G. H. Eckstedt, Standard Brands, Inc., New York. Figuring costs per unit, and not by weight, was the subject of the address by William Carman, American Maize Products Co.

One of the industry's best known personalities, Victor E. Marx, secretary-treasurer of the American Society of Bakery Engineers, explained the latest bread standards which have been decided upon but not yet promulgated. In California the federal standards automatically become the state standards. Mr. Marx reminded his listeners that the purpose of these government standards was to promote integrity and protect the best interests of the consumer.



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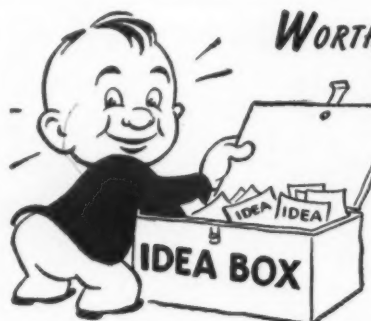
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**The American Baker**  
 118 So. 6th St. Minneapolis, Minn.

**No. 3249—Cake Shortening**

A new method of making a superior cake shortening from lard has been developed by Armour & Co. research chemists. Hydrogenated vegetable shortening has been the preferred product for cake baking because it makes a lighter cake than lard with a volume about 25% greater, it is explained. Lard, on the other hand, has advantages for baking pies and biscuits. The new shortening has the most desirable qualities of both products, according to the inventors. It will also withstand a high degree of heat without smoking and is excellent for French frying.

The new shortening is practically tasteless and odorless, Armour claims. The company is now producing the product for sale to bakers at a refinery in Chattanooga, Tenn. Production has started at Ft. Worth.

**No. 3242—Folder on Refrigeration**

A four page folder, entitled "The Cold Facts About Refrigeration" has been recently released by the International Milling Co. and offers many suggestions for successful low-temperature handling of baked products. This information concerning refrigerated handling of breads, rolls, pies, and cakes should be of great interest to bakers who are considering installing this equipment or who now operate a low-temperature system, the firm states. The folder is available at no cost. Circle No. 3242 and mail the coupon.

**No. 3238—Roll Tray**

Standard Folding Trays Corp. is marketing its Triple-Tite Tray designed to provide a folding rigid box for tight cellophane overwrapping.



The trays provide full vision of the products. According to the manufacturer, special features include a double reinforced bottom and triple thick ends. For more information circle No. 3238 and mail the coupon.

**No. 3248—Fat Filter Fryer**

Mies Filter Products, Inc., has developed a new fat filtration system which includes "jet action" cleaning



and washing of the fryer. Frying fat is drained through a discharge connection directly into the filter tank. Starting the motor forces a stream of hot fat through a hose and nozzle against the inside surfaces, tubes and well of the fryer. The fat is recirculated until the fryer is clean. As the fat is not pumped through the filter head during this operation, full pressure is maintained and this accounts for the "jet-action" wash and thorough cleaning of the fryer, according to the firm. Karbonaid, a new filter-aid material, is stirred into the hot fat. The fat passes through a filter head and the clean, filtered fat is pumped into the cleaned fryer. The dry residue left in the tank is lifted out with the disposable tank liner. Hot water rinsing cleans the filter parts. For more details circle No. 3248 and mail the coupon.

**No. 3236—Floor Machines**

New models of the Hild floor scrubbing and polishing machines with adjustable handles have been announced by the Hild Floor Machine Co. The handles can be raised or lowered by setting a thumb screw.

With a series of interchangeable attachments Hild Floor Machines may be used to scrub, wax, polish, buff, sand, grind or steel-wool floors of all kinds. There are six models of Hild Floor Machines, with brush spreads from 11 to 19 in. All models are available with or without a solution storage tank mounted on the handle for use with the Hild Shower-Feed brush.

The Hild firm also has announced a new model vacuum, which is made with a 55 gal. tank that holds 5 bu.

dry dirt or 40 gal. recovered liquid. The unit is mounted on a steel dolly fitted with a hinged handle and ball bearing casters. For more information circle No. 3236 and mail the coupon.

**No. 3244—Fryer Cleaner**

A compound designed specifically for removing heavily carbonized frying oil and food deposits from deep fryers has been added to the line of specialized cleaners manufactured by the food service division of Detrex Corp. This cleaner, called Detrex 30, saponifies burnt on frying oils, including pure vegetable, hydrogenated and blended oils, according to the firm. Detrex 30 is designed for use especially in potato chip machine and doughnut fryer clean-up. For more information circle No. 3244 and mail the coupon.

**No. 3235—Cleaning Unit**

A new Vac-Blower, model VB-100, with detachable power head and a wide selection of cleaning attachments was introduced recently by Multi-Clean Products, Inc. According to the manufacturer, the unit is particularly suited for such cleaning jobs as radiators, pipes, lighting fixtures, air conditioning equipment, electronic instruments, stock bins, storage racks, machinery, motors, generators, floors and hard-to-get-at areas.

The machine is powered by a 1 hp. motor which delivers an air stream for blowing or a suction of 46 in. water lift for wet or dry vacuuming, the firm reports. The machine rolls



on four casters and can be carried by one man. The standard attachment kit includes a curved wand,

Send me information on the items marked:

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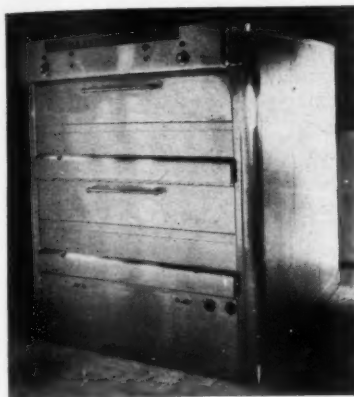
EL RINDO, OKLAHOMA



floor tool, shoe plate attachment and upholstery or hand tool, and other attachments also are available. For more details circle No. 3235 and mail the coupon.

### No. 3243—Oven

The Martin Oven Co. has announced a new 12-pan commercial bake oven which, according to the firm, has primary features of greater baking capacity, indirect heat and maximum flexibility. Independent gas-heated chambers, each thermo-



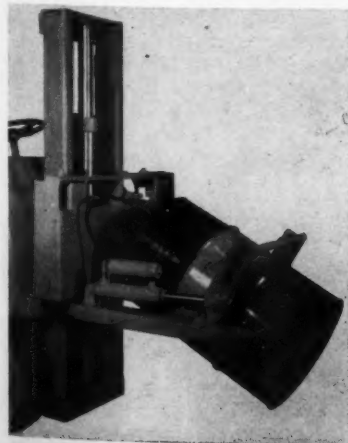
statically controlled, independent steam injectors and ventilating ducts permit simultaneous baking of various products under different temperature and moisture conditions, the firm reports. Only actual oven capacity required need be heated. The oven chamber, two pans deep and three across, is designed to keep goods within easy reach of the door. The ovens can be expanded by adding one or more sections. For more information circle No. 3243 and mail the coupon.

### No. 3245—Trays, Tote Boxes

A new company, Sturdi Fabri-Box Co., has been organized to manufacture fiber glass reinforced plastic tote boxes and trays for the baking industry. The firm states that these type products have been in use for more than a year by several large bakeries, they are light and strong, will not rust and are not affected by moisture or by temperature up to 360° F. J. R. Newland is president of the new firm. For more information about the products circle No. 3245 and mail the coupon.

### No. 3241—Drum Up-ENDER

The Baker-Raulang Co. has developed a hydraulic drum up-ender attachment which, the firm reports, permits fork truck operators to pick



up, transport, stack and empty heavy drums without leaving their seat. Drums can be rotated 90° for vertical and horizontal stacking or tilted 45° below horizontal for emptying at any height within the lift range of the truck, the firm reports.

The attachment consists of shoes which are "pinned" to the forks of the Baker 4-purpose carriage. Mounted on the shoes are pivoted rubber-faced grab plates which clamp around the drum and hold it firm. The up-ender operation is accomplished thru a hydraulic cylinder mounted on one of the shoes. Operation of the hydraulic cylinder builds up pressure in an actuating accumulator mounted above it, which is used to return the drum to an upright position. For more details circle No. 3241 and mail the coupon.

### No. 3246—Defrost Unit

The C. Schmidt Co. has announced that automatic defrosting has been incorporated in its Thesco Bake-N-Freeze units. According to the firm, defrosting is accomplished without affecting the freshness of stored baked goods. For more information circle No. 3246 and mail the coupon.

### No. 3237—Pan Grease Folder

Caravan Products has put out a folder on Spra Short, entitled, "The Baker's Dozen"—or 13 new ways to better bakery economy and efficiency. The folder tells the story of Spra Short, a specialized pan grease. Copies of this helpful and informative new folder are available. Circle No. 3237 and mail the coupon.

### No. 3240—Pan Cleaner

The bakery division of the Magnus Chemical Co., announces the availability of a pan cleaner for bread pans which are now being fabricated with aluminized strappings. The pan cleaner, Magnus Pan Soak, is a powdered cleaner which has been compounded for general cleaning of tinned and aluminum bread and sweet good pans, according to the firm. A bulletin describing the product is available. Circle No. 3240 and mail the coupon.

### South Dakota Meeting

(Continued from page 22)

in the panel were Mel Duncan, Flan-dreau (S.D.) Bakery; Wally Echlien and Joseph Sokel.

The advantages of the use of a freezer in the operation of a retail bakery were discussed. It was pointed out that bakers are able to solve many production problems by spreading out production during the week and eliminating peak loads which result from heavy anticipated sales on week-ends and holidays.

Malcolm Solberg, chief of the food branch of the Office of Price Administration, Sioux Falls, discussed price regulations affecting bakers and explained procedures to be followed in seeking price adjustments.

Following the business session a cocktail hour sponsored by the association preceded the evening banquet. Featured speaker at the banquet was C. D. Rohiff, president of Nettleton College, Sioux Falls. Toastmaster for the affair was Willis Engel, Swander Baking Co., Huron, S.D.

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## Odie Karr Named President of Southwest Bakers Assn.

ALBUQUERQUE — Odie Karr, Mead Baking Co., Amarillo, Texas, was elected president of the Southwest Bakers Assn. as the group concluded its sixth annual convention here April 19-21. John Chiordi, Chiordi Baking Co., Albuquerque, was named vice president and J. R. L. Kilgore of the local Kilgore Sales Co., reelected secretary-treasurer.

A record attendance of 156 attended from the area served by the association — New Mexico, Arizona and West Texas.

Following a first day devoted to registration, golfing and an evening reception, the business portion of the program got under way with the avowed purpose of stressing the bakers' participation in the community and the necessity of thinking of the baker as a citizen rather than a profit-seeking tradesman.

Speakers stressing this theme included Mark Love, speaking on "The Romance of Uncle Sam," Robert Bennett, local attorney who decried the surrender of the citizenry to big government in return for a "doubtful security," and Charles Tunnell, Southwestern Baker, who denounced bureaucratic government by decree and seizure instead of by the Constitution.

Carrying out this theme, the association passed two resolutions with the recommendation that they be made available to congressmen in the Southwest territory.

The first resolution was to the effect that "since there is no shortage of raw materials used in bakery products and no accelerated demand for bakery products, the association is 'firmly opposed to present restrictions on the industry in the form of OPS price regulations.' It further stated that 'any non-essential regulation of private industry by bureaucratic decree is contrary to the basic principles on which our democratic form of government was founded and is a brake upon the free enterprise system by virtue of which our country has achieved greatness in a world in which the lack of economic stability threatens the welfare of any nations.'"

The second resolution urged the Senators and Representatives of Texas, New Mexico and Arizona to do "everything they can to prevent ill-conceived and, as we believe, unnecessary encroachment on the rights of U.S. citizens in the conduct of private business enterprise."

### Formula for Profits

One of the highlights of the portion of the program concerned with the direct problems of the baking industry was the address of George Lauck, Lauck's Bakery, Fresno, Cal., who told the Southwest bakers "you can do as much business as you want to do."

In addition to the "basic things," such as the maintenance of a sparkling clean bakery and constantly being on the lookout for better quality, Mr. Lauck laid down these rules for a bakery manager:

- Take an outside look at your own bakery once in a while to see if it's the kind that would attract you.
- Tie in with local events such as store anniversaries, celebrations, etc.
- Make specialty breads the backbone of your business.
- Listen to the experts, the allied

salesmen and successful competitors.

- Make your town a good bakery town through cooperation and friendly competition.

- Display national advertising from magazines to stimulate demand for tasty bakery products, which you produce according to the recipes given.

- Experiment. Offer suitable variety. Don't let an item stay on the market until the housewife takes it off.

The failure of the average retailer to follow up advertising such as that produced by the Bakers of America Program was scored by J. I. Meyerson, manager of radio station KOB, who said that "bakers are on the defensive" when faced with diet fads, weight reducing pills and the feeling that bread is fattening.

Other speakers on the program were Harvey Rodgers, Research Products Co., Kansas City, William Doty, California Raisin Advisory Board, Fresno, Alex Baumeister, Anheuser-Busch, Inc., and John C. Koetting, Fehr Baking Co., Houston.

Session chairmen were A. A. Debroisse, immediate past president, owner of the Swell Bakery, Albuquerque; Mr. Karr; Ed. V. Mead, convention chairman, Mead's Fine Bread Co., El Paso, Texas, and Mead's Bakery, Albuquerque; A. T. Hogan, Hogan's Quality Bakery, Albuquerque; Jack Howard, manager, Rainbo Baking Co., Albuquerque; Toto Chiordi of the Chiordi Baking Co., Albuquerque, and Dale Tettersington, Jill's Bakery, Albuquerque.

The annual banquet and dance followed the close of the business session. Amarillo was selected as the site for next year's convention, with the dates to be announced later.

—BREAD IS THE STAFF OF LIFE—

## Speakers Listed for Convention of Carolina Bakers

MYRTLE BEACH, S.C.—John F. Watlington, Jr., Wachovia Bank & Trust Co., Charlotte, N.C., will speak on "The Progress of the Carolinas" in one of the principal talks at the annual convention of the Bakers Association of the Carolinas. The gathering will be held at Ocean Forest Hotel here June 14-16. Mr. Watlington is to appear at the business luncheon June 16.

Another top speaker is L. A. Weidman, Procter & Gamble, New York, who will talk on "Retail Bake Shop Management and Mismanagement" at the retail roundup June 15. He will discuss efficient shop operation, labor saving devices, shop layouts, production from basic doughs to batters and the help situation.

Sam D. Bundy, Farmville (N.C.) Public Schools, will talk on "There's Plenty to Do in 1952" at the banquet June 16.

One of the program highlights will be the Carolina Showboat presenting "The Roaring Twenties" June 15. Also scheduled are the teen-age floor show, horseshoe and shuffleboard tournaments, dancing, swimming, a good neighbor party, the allied party and the president's reception.

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## Tri-State Bakers Pay Tribute to J. Roy Smith; Examine Problems

NEW ORLEANS—Problems facing management personnel in the baking industry and the effect on the industry of the world's sociological transitions were faced by bakers at the Tri-State Bakers Assn. convention here recently.

Several speakers outside the baking industry appeared on the program to deplore the advance of socialistic thinking in government and to advocate the baking industry's mass cooperation in fostering a swing back to the basic principles of free enterprise and constitutional government.

One of the highlights of the convention was the honoring of J. Roy Smith, Smith's Bakery, Mobile, Ala., program chairman of the Tri-State group for the past 13 years and now president of the American Bakers Assn. The 18th annual meeting of the organization was dedicated to Mr. Smith.

William C. Bacher, Bacher Bros. Bakery, New Orleans, paid tribute to the American spirit of cooperation as evidenced by the trade association in his presidential address.

"We owe it to every fellow American," he said, "to every fellow baker, to respect his right to make a living. 'Man lives not by bread alone,' Mr. Bacher added. 'There is, besides one's business and money, such a thing as human relations. Business gives us a common bond, a tie that brings us closer together, but I believe that we must rise higher than the mere business level. We must work together, not just because we are in the same kind of business, but especially because we are fellow human beings.'"

Mrs. Mary D. Cain, editor and publisher of the Summit, Miss., Sun, aroused the gathering with an impassioned denunciation of the manner in which Americans have permitted themselves to be "betrayed gradually into socialism." Mrs. Cain stated



**HEAD TRI-STATE**—Andreas Reising, Sunrise Bakery, New Orleans, new president of the Tri-State Bakers Assn., is shown at the left above following his election by the association at its recent New Orleans convention. At the right is Donald Entringer, McKenzie Bakery, Inc., New Orleans, president of the association's retail division.

she would not pay social security for herself or her employees, "welcoming imprisonment."

John Wolf, Wm. Wolf Bakery, Tri-State board chairman, and president of the Southern Bakers Assn., introduced Dr. L. A. Rumsey, head of the school of baking at Florida State University, Tallahassee, Fla., who gave an outline of the school's courses, and disclosed that the current first class has a roster of 21 students. Some 24 are expected next term, he said. He also announced that it was planned to equip and open a small bakery for practical work at the university and that it would supply baked products for the university students.

### Sense of Humor in Business

Ellis Baum, vice president of Continental Baking Co., New York City, asserted that "it requires courage to have a sense of humor in business today, but it is necessary, because if we are too grim we lose a sense of proportion."

Mr. Baum stressed the top importance of human relations, and the need to have a certain amount of modesty, a willingness to listen to others.

"If your employees talk back," he said, "you have planted the seeds of a good relations program, because your program must be a two-way proposition. Accept suggestions from your workers—I like to call it open-door management—then grievance committees become suggestion committees."

He cited thoughtfulness or consideration for others, confidence, faith, alertness, honesty as all contributing in developing that all-important quality so sorely needed among workers—loyalty.

Curtiss Scott, Grocers Baking Co., Louisville, ABA chairman, then took over session chairmanship for the ABA presentation. He explained the ABA set-up and its activities, and announced shortly the establishment of a statistical analysis service for the industry, after its submission to the ABA board.

ABA secretary Harold Fiedler, Chicago, told the assembly that bakery products sales in the South are increasing at a higher rate than in

other areas, then went into the work and advantages of trade associations. Howard O. Hunter, head of the American Institute of Baking, outlined what his organization does for the industry, including the school of baking and its scholarships: The department of sanitation whose service is now subscribed for, he said, by more than 400 bakeries; laboratories and research and some projects they are now handling; the baking library, and the consumer service department, especially its current tremendous job of continuing efforts "to counteract activities of food faddists and phonies."

Dr. Herbert E. Longenecker, dean of the Graduate School of the University of Pittsburgh, deplored the studied destruction of confidence in our American foods and stressed the need to rebuild confidence, which is daily attacked by quacks and faddists.

Dr. Longenecker closed with high commendation to the baking industry for its enrichment program, which he looked upon as a contribution to the betterment of national health.

The session closed with the presentation of Warner Brothers' movie, "Land of Everyday Miracles," under the auspices of Standard Brands, Inc.

Mr. and Mrs. Bacher entertained at a cocktail hour that evening in the Green Room, after which was held the annual banquet and dance.

The afternoon and evening of April 21 were devoted to enjoyment of a sports and games party and a buffet supper and dance at the Metairie Country Club. This was sponsored by the allied trades association, headed by Maurice Dennery. Mr. Redmon served as chairman, assisted by Pat L. Thomson, flour broker, and Floyd B. Spurlock, Standard Brands, Inc.

Over 200 retail bakery owners and allied tradesmen opened the convention proper April 20 with an all-day retail session at the McKenzie Bakery, Inc., New Orleans, with K. G. Patterson, Quality Bakery, Asheville, N.C., as moderator. Mr. Patterson used the "roving microphone" technique to visit all the equipment locations to talk over production phases with those actually producing the bakery products.

Cooperating in getting the session under way were Louis Schweizer, Blue Ribbon Bakery, Hattiesburg, Miss., then retail president; D. D. Entringer, McKenzie Bakery; Mickey

### TRI-STATE ALLIED GROUP ELECTS HARRY REDMON

Officers and members of the Allied Trades of the Tri-State Bakers Assn. held their annual meeting at the Jung Hotel April 22. In the absence of president Maurice Dennery, Charles Dennery, Inc., New Orleans, Harry Redmon, Russell-Miller Milling Co., vice president, presided. Matters pertaining to handling of entertainment at the convention were discussed. The election of officers made Mr. Redmon president; Floyd B. Spurlock, Standard Brands, Inc., vice president; Maurice Dennery, chairman of the board; Pat L. Thomson, P. L. Thomson & Co., secretary-treasurer. Members of the board are Chris Smith, Wesson Oil & Snowdrift Sales Co.; LeRoy Blount, Anheuser-Busch, Inc.; H. L. O'Bannon, Bakers Service, Inc.; Louis Koerner, John E. Koerner & Co., and Georges Dennery, Charles Dennery, Inc., all of New Orleans, and Fred Skelton, flour broker, Jacksonville, Texas.

DeSalvo, DeSalvo's Bakery, Harvey, La., vice president of the New Orleans Master Bakers Assn., Roy Rutland, Rutland's Bakery, Birmingham, Ala., president of the Alabama Bakers Assn., and Mr. Bacher.

Live demonstrations on their bakery specialties were produced by: Art Forsman, Red Star Yeast & Products Co., Milwaukee; Paul Pfrommer, Durkee Famous Foods, Inc., Chicago; Robert J. Penker, Armour & Co., Ft. Worth; Paul Busse, Anheuser-Busch, Inc., Chicago; R. B. Kramer, Procter & Gamble, St. Louis; Dayul Donaldson, International Milling Co., Minneapolis; Larry Leete, Wesson Oil & Snowdrift Sales Co., New Orleans; Fred Smedley, Charles Dennery, Inc., New Orleans, and J. P. Haager, Standard Brands, Inc., Atlanta. At the close of the session, the servicemen took part in a panel discussion, with Horace P. Rowley, Jr., Wesson Oil & Snowdrift Sales Co., New Orleans, as moderator.

The 19th annual convention of the group will be held at the Jung Hotel, New Orleans, April 12-14, 1953. A meeting of the officers of the association is planned for early June, at which time a new board of governors will be appointed.

### — NEW OFFICERS — Tri-State Bakers Assn.

**ANDREAS REISING**, Sunrise Bakery, New Orleans, president.

**PAT MURPHY**, Colonial Baking Co., Jackson, Miss., vice president for Mississippi.

**FREM BOUSTANY**, Huval Baking Co., Lafayette, La., vice president for Louisiana.

**WILLIAM C. BACHER**, Bacher Bros. Bakery, New Orleans, chairman of board.

**SIDNEY BAUDIER, JR.**, the Dough Boy, New Orleans, secretary-treasurer.

### RETAIL DIVISION

**DONALD D. ENTRINGER**, McKenzie Bakery, Inc., New Orleans, president.

**LOUIS SCHWEIZER**, Blue Ribbon Bakery, Hattiesburg, Miss., chairman of the board.

**RAY RUTLAND**, Rutland's Bakery, Birmingham, Ala., vice president for Alabama.

**ROBERT ENGELHARDT**, Free-Hart Bakery, Columbus, Miss., vice president for Mississippi.

**MRS. A. T. BOND**, Mrs. Bond's Bakery, Monroe, La., vice president for Louisiana.

## Oklahoma Bakers Assn. Elects John C. Howe as New President

OKMULGEE, OKLA. — John C. Howe, owner and operator of the Howe Baking Co., Ponca City, was elected president of the Oklahoma Bakers Assn. at the annual meeting of the group held at the Oklahoma A. & M. School of Technical Training at Okmulgee April 8-9.

John Scott, Scott Baking Co., Lawton, was named vice president, and Ralph O'Neal, Standard Brands, Inc., Tulsa, was reelected secretary-treasurer.

About 120 bakers and allied tradesmen from Oklahoma and several neighboring states attended the meeting. They were welcomed by L. K. Covelle, school director, who stressed the importance of training young men for the baking industry and said that industry support is essential to accomplish this job. John Summers, manager of the bakery department of the school, discussed the depart-

ment program and stressed the importance of supporting the scholarship fund.

Richard Short, Swift & Co., and Bryon Mead, Oklahoma A. & M., conducted a session on frozen baked goods, at which a variety of frozen products was displayed. On the production side, E. O. Engels, Baker Perkins, Inc., reported on new types of equipment, pointing out that new developments in machines have resulted in savings in labor and better sanitation.

William Markwardt, Markwardt's Bakery, Joplin, Mo., underscored the value of civic work in a talk in which he described his experience at starting a bakery and developing it into a successful business.

B. D. Cook, W. E. Long Co., presented a report on production and sales. The inspirational speaker for the convention was Dr. Clinton Wunder, Phillips University, Enid, Okla.



## Bread Prices

(Continued from page 11)

contemplated, one manager cited "the competitive situation." Bakeries here, he pointed out, also have area competition from Des Moines, Iowa, and Lincoln, Neb.

There also has been no change in sweet goods line.

### Denver

The prices of bread and other bakery products have not been raised by bakers of Denver, despite the OPS authorization of price adjustment. Reasons given by baking firms of Denver for not increasing prices at this time are:

1. The market is keenly competitive and everybody is keeping a close eye on the prices of his competitors.
2. Many bakers already are near the point of advance allowed under the new order.

Denver bakers, however, say the subject is still under debate within their ranks, but all agreed that there was little prospect of any marked change in bread prices, while as to sweet goods, "it wouldn't be worth while, probably, to take advantage of the small extra margin permitted."

Bakers of Denver also warned that the order (CPR 135) fails to take local conditions into consideration, and that this in turn means a gradual reduction in the number of bakeries. During World War II, an order known as NPR 319 permitted bakers to change prices on a basis of costs in their own localities. This, it was declared, was a much better "deal" for bakers than the present effort at countrywide control even though 1949 prices no doubt varied—the point brought out was that advances in costs after 1949 have varied locally.

The general wholesale level is 14¢ a pound loaf, or 16¢ retail. This was believed to be just about on the permissible level under the latest order, but it was declared to be considerably under what might be justified by advances in labor and material costs.

### San Francisco

Sacramento independents and outlets for San Francisco Bay area wholesale bakers report they expect to announce new price schedules during the week of May 5. One independent said there was "talk of a ceiling as high as 26¢ on the 22-oz. loaf" but when pressed to state if he intended to go that high he said that 25¢ appeared more likely.

Present retail prices are from 16 to 17¢ retail for a 15-oz. loaf and 13.6¢ wholesale. The retail price for the 22-oz. loaf is 24¢ while wholesale is 19.2¢.

All bakers agreed there were no competitive pricing policies which would influence them to refrain from increasing prices to the ceiling. Because of advance publicity of the impending increase in newspapers and from radio stations bakers expect no consumer resistance. No pressure from competition is expected to influence price increases and none admitted that profit was sufficient at present prices.

### Los Angeles

The five-day week in the Los Angeles area holds bread down in price a cent below corresponding prices in San Francisco, which has the six-day week, some observers here feel, saying that costs come out about the same. "The added cent in San Fran-

cisco goes out of the bakers' hands in the form of wages for the 6th working day," they say.

The average retail baker in southern California is more concerned with Van de Kamp's prices than he is with the OPS orders. Van de Kamp's has gone on a program of holding prices down to a minimum. "As the prices of fine ingredients go down," Van de Kamp's declares in its aggressive ad campaign that its retail prices will come down, too. The situation has called for a lot of explanations from bakers, whose customers are asking why their prices don't go down, too.

The OPS order was characterized as an upside-down move by Lawrence L. Frank, president of Van de Kamp's Holland Dutch Bakeries, Inc.

"Last year we really were warranted in being granted ceiling price relief but nothing happened. This year costs of fresh eggs, shortening and butter are down—and every housewife knows it, so the Office of Price Stabilization authorizes a price increase," Mr. Frank said.

"Every food retailer knows the importance of maintaining volume sales. The best way to do that is to get prices down. We've lowered cakes and doughnuts and we're not going to stop at that regardless of what the OPS does."

The price of bread is still an unsettled matter in this area. No immediate action in price increases is contemplated. Increases in costs appear likely to force a price boost. William F. Ireland, secretary-treasurer of the Associated Bakers of Southern California, says that bakeries are not making a sufficient profit and reports a rising mortality in bakery shops. On the basis of current outlook, he anticipates a price increase across the board.

Mr. Ireland says that the OPS authorized increase is not satisfactory. The basic policy in this area is to try to get by without a price increase until June 30, date of expiration for current price control set-up, he says. Wholesalers are wary of price increase, fearing an effect on volume of sales.

### Kansas City

The wholesale price of a standard 1-lb. white loaf in Kansas City is 14¢; it has been 14¢ since December, 1950, and probably will continue to be 14¢ for some time to come. Few if any of the local wholesale bakers will be permitted to advance the price under the new OPS regulation, because the current price is close to the 16¢ allowable increase over the 1949 level. Some bakers say they can figure an advance but it would be less than one half of a cent, so the order is of no avail.

By May 5 the regional office of OPS reported that only eight bakers had filed under CPR 135. This office, which covers western Missouri and eastern Kansas, indicated that there were approximately 20 firms in Kansas City proper who must file because their dollar sales volume is greater than \$100,000. However, these filings would be merely compliance with the law, and not intent of the bakers to receive a price increase.

Most bakers agree that bread prices would be advanced in this area if they were allowed. Costs of production, labor and distribution have gone up since the last bread price increase in 1950. But one of the biggest items is taxes. Net earnings of all bakers have been reduced materially from the previous year because of the larger piece of the pie taken by the government. A situ-

## Connecticut 'Show-How' a Success

By GEORGE W. POTTS  
American Baker Editorial Staff

WEST HAVEN, CONN.—A spring meeting attendance record for the postwar period was registered by the Connecticut Bakers Assn., Inc., at its one-day "Show-How" demonstration session held here May 5. The over-all total of 188 included 111 bakers, 52 allied and 25 guests.

The program featured a demonstration of cake decorating by Norman Wilton of the Wilton School of Cake Decorating, Chicago; sweet goods production by Richard T. Kopp, Durkee Famous Foods, New York, and some factual information on "Freezing, the Key to More Sales," presented by Fred P. Wolfe, Jr., Wolfe's Quality Food Shops, West

Haven. The interesting and educational session, complete with exhibits of baked goods, was enthusiastically received.

A delegation of 10 students from the E. C. Goodwin Technical School of New Britain, with the director, H. H. Wilber, and bakery instructor Richard Fink, attended the session. R. W. MacComiskey, assistant director of Bullard-Havens Technical School of Bridgeport also attended. The baking course at the former school opened in 1947 and the course at the latter is scheduled to start in September of this year. Both are sponsored by the Connecticut Bakers Assn.

The one-day meeting concluded with a social hour and buffet supper following the demonstration session.

ation which might hold up an immediate bread price advance if it were allowed is the cost of labor. Labor wage contracts are in the process of negotiation and the latest wage settlements would be a factor in determining bread prices.

Trade reports indicate that since the OPS regulation permits no advance in ceiling prices, bakers are apt to be more "volume conscious" in their sales programs. It is thought that the advantage under such a situation would lean to the large wholesale baker over the smaller independent wholesaler. Unit production costs normally are less for larger organizations.

### GROCCERS COMPLAIN AS BAKERS INCREASE PRICES

NEW YORK — Retail grocers of this city are seeking a profit adjustment in connection with the recent general 1¢ loaf bakers' bread price increase. Approximately 60 bread companies, including most of the larger firms, are reported to have taken advantage of the recent Office of Price Stabilization price hike authorization.

The standard loaf of bread is now 16¢ to the wholesaler and 19¢ to the consumer as against the former 15¢ and 18¢ basis. The grocers do not challenge the right of the baker to increase, but claim a "price squeeze" as their markup percentage is reduced from 20% to 18.7% by the move.

The Greater New York Grocers Conference plans a series of talks with bread companies, requesting the bakers to reduce the price so as to maintain the 20% markup basis, according to an officer of the group.

### BANQUET TO WELCOME DAVID M. LEVITT HOME

NEW YORK — David M. Levitt, president of the Doughnut Corporation of America, will be honored at a welcome home dinner May 21, by friends and members of the Bakers, Flour and Allied Trades division of the 1952 United Jewish Appeal of Greater New York. It will mark his return from a visit to Israel.

Samuel Rubin, of Henry S. Levy & Son, Inc., chairman of the division, announces that the nationwide goal of the appeal is \$151,500,000 and has urged the industry to attend the division's dinner to help raise its share.

### BAKERS PIE SCHOOL SET

DETROIT—A pie school for bakers will be held May 27 at 2:30 p.m.

in the Veteran's Memorial Hall, 151 W. Jefferson Ave., Detroit. The class will be offered by the International Milling Co. and the pie baking expert, Monroe Boston Strause, will conduct the demonstration. There is no charge to attend the class and all bakers interested may contact the International Milling Co., 323 E. Atwater St., Detroit, for tickets.

### JODEAN P. CASH TO HEAD FUCHS BAKING FIRM

SOUTH MIAMI, FLA.—Jodean P. Cash, who for some time has been serving Fuchs Baking Co. as executive vice president and general manager, was elected president at the annual meeting of the stockholders and directors April 28. L. L. Chandler was named chairman of the board and T. J. Faust, secretary-treasurer. R. J. Faust is assistant secretary-treasurer.

Mr. Cash is a member of the board of governors of the Southern Bakers Assn. and is also an association trustee of the Florida State University School of Baking.

Fuchs Baking Co., bakers of Holsum products, is the largest bakery in the South. Four years ago it completed the first fully automatic bakery in the world. Founded 39 years ago, the bakery serves many communities in southeast Florida and daily ships, by airplane, to some of the Caribbean Islands.

### MINNESOTA ALLIEDS TALK ABOUT BAKERS' TV SHOW

MINNEAPOLIS—A report on the new television show sponsored by Minneapolis and St. Paul bakers featured the monthly meeting of the Minnesota Allied Trades of the Baking Industry at the Hotel Leanington here recently.

During the first six weeks of its existence, most bakers using the TV show are reporting success, according to Hugo Schuh, Dutch Bakery, St. Paul, and Paul Storvick, Storvick's Bakery, Minneapolis, presidents of the bakers' associations in the two cities.

Representatives of the advertising agency developing the program appeared, reporting progress and stressing the value of group advertising as opposed to individual efforts. Group advertising is said to unselfishly promote the welfare of the industry, increase over-all interest in the individual bakery, make it possible for small business to advertise, make better merchants out of every baker, and protect small businessmen.



**OBSERVES ANNIVERSARY**—T. F. Shields, center, sales representative for the Atkinson Milling Co., Minneapolis, recently celebrated his 50th anniversary of selling to bakers in the Twin Cities area. Shown above with Mr. Shields, is left, John W. Ramaley, son of the founder, and, right, George W. Abel, general manager of the Ramaley firm. The F. W. Ramaley Co., St. Paul catering and fancy baking firm, began business in 1889 to become one of Mr. Shields' first customers.

## MOSTLY PERSONAL

Clarence Ferrell, production manager of Excelsior Baking Co., Minneapolis, has resigned his position effective June 1. Mr. Ferrell, a graduate of Dunwoody Baking School, has been associated with the Excelsior firm for the past 10 years.

Gerald Massie, southeastern representative for Commander-Larabee Milling Co., Atlanta, is in St. Joseph's Hospital, Atlanta, for observation. His confinement caused him to miss the May 1-3 convention of the Southern Bakers Assn. for the first time in many years.

Paul Chapman, president of Chapman & Smith Co., was given a surprise party April 28 to mark his birthday and the 50th anniversary of his entry into the baking industry. Mr. Chapman came to work to find his desk loaded down with extra or-

ders, and John P. Garrow, vice president of the firm, presented a scroll commemorating the event. Harold Straus, Straus Bakery, Chicago, presented Mr. Chapman with a decorated cake on behalf of Chicago bakers. The anniversary day was the biggest single shipping day in the 74-year history of the company.

Harold K. Wilder, executive secretary of the Virginia Bakers Council, Richmond, spoke on "What's Wrong with Us Americans?" at the April meeting of the Richmond Exchange Club.

K. P. Davis has been appointed district sales manager of the National Biscuit Co. for southern Ohio, southern Indiana and northern Kentucky, with headquarters in Cincinnati, it was announced recently by T. G. Richter, division sales manager.

Mr. Davis started with the company as salesman in Indianapolis in 1934, and had been branch manager in Dayton, Ohio, for 11 years. He succeeds D. H. Nevitt, who was transferred to Detroit, Mich.

George H. Coppers, president of the National Biscuit Co., has been appointed chairman of the food and beverages group of the Greater New York Fund's forthcoming 1952 finance campaign. R. F. Cunningham & Co., will serve as chairman of the produce exchange division. Maurice Gottfried, president, Gottfried Baking Co., will head the baking and baking supplies division. Ody H. Lamborn, president, Lamborn & Co., will serve as co-chairman of the sugar and confectionery section.

Tom Pinkerton has been named general sales manager of Jackson Cookie Co., Little Rock, Ark. He has been with the company 12 years since going to Oklahoma City as district manager.

A total of 104 employees of Horn & Hardart Baking Co. recently became members of the firm's 25-Year Club at the 11th annual dinner of the organization at Town Hall, Philadelphia. Each received a gold watch, an honorary scroll and a diamond-studded 25-year service pin. Cyril K. Farley, vice president of the company, was toastmaster at the affair.

Andrew C. Blomquist, Hoquiam (Wash.) Baking Co., recently was elected president of the Hoquiam Chamber of Commerce.

Leo Bier, office manager of the Colvin Baking Co., Janesville, Wis., has been elected president of the Optimist Club of Janesville.

J. Vincent Stevens, secretary and director of purchases, Wagner Baking Corp., Newark, N.J., has been elected a director of the company.

W. J. Farnan of the General Baking Co., New York, was a visitor recently in St. Louis.

Thomas J. Faust, secretary-treasurer of the Fuchs Baking Co., South Miami, Fla., is observing his 25th year with the company. Mr. Faust, a graduate of West Virginia University,



**DEDICATED TO BAKERS**—General Mills, Inc., is presenting highlights of the past year's operations in a new film for its employees. One of the highlights shown is the dedication of Brown 'n Serve rolls to the baking industry. In the above picture, Ed Scharf (left) General Mills flour salesman, Minneapolis, presents Hugo Schuh, St. Paul baker, with a certificate dedicating the Brown 'n Serve process to the baking industry.

joined the Fuchs firm when its personnel numbered eight.

Albert D. Cook, who is vice president of the Buffalo bakery of Cook-Unterecker, Inc., has been elected secretary of the Rotary Club of Buffalo.

Willard Boyd has been named superintendent of the Janesville, Wis., division of Mrs. Karl's Bakeries. Mr. Boyd was associated with the Bennisson & Lane Bakery in Janesville for 17 years before it became an affiliate of Mrs. Karl's Bakeries two years ago, and since then has been with the new owner.

## FIRST N.Y. BAKERS CLUB GOLF OUTING DRAWS 100

NEW YORK—Perfect golf weather marked the first outdoor meeting of the season for the Bakers Club, Inc. About 100 members and guests enjoyed the hospitality of the Garden City Country Club and it was an auspicious start for the coming months.

Samuel R. Strisik, the S. R. Strisik Co., won first, and D. Buhrer, Clinton



**READING CONFERENCE**—During the third annual assembly on bakery production and sales sponsored by Pennsylvania Division No. 4, Allied Trades of the Baking Industry, bakers and allied tradesmen exchanged valuable information on and off the meeting floor. At the left above, Claude A. Bascombe, Standard Brands, Inc., New York, secretary-treasurer of the National ATBI group, chats with Allen C. McDowell, Commander-Larabee Milling Co., Reading, Pa., president of No. 4. The center three illustrations show speakers

on the panel session: Larry Ellis, Food Fair Stores, Inc.; Ray Thelen, Standard Brands, Inc., New York; Robert H. Kleebe, Souser & Schumaker, Philadelphia, Pennsylvania Bakers Assn. counsel; William E. Maler, Maler's Bakery, Inc., Reading, moderator; Ralph S. Herman, General Mills, Inc., Minneapolis, and Walter Clossold, Bakers Helper, Washington. At the right are Mr. McDowell, Claude H. Bollinger, Flour Mills of America, Inc., Reading, program committee chairman, and J. K. Kooker, Pillsbury Mills, Inc., Reading, secretary-treasurer.



Foods, Inc., second prize in class A. In class B winners were W. H. Welker, Swift & Co., and Ernest Hollmuller, John Reber Baking Corp.

Don F. Copell, Wagner Baking Corp., president of the club, contributed substantially to the pleasure of the meeting, as he presided as chairman.

New members elected at the meeting included Paul C. Guignon, Anheuser-Busch, Inc., Rudd Poucher, Cello-Masters, Inc., and O. D. Sutter, A. E. Staley Mfg. Co. The next meeting will be held at the Baltusrol Golf Club, Springfield, N.J., May 22.

—BREAD IS THE STAFF OF LIFE—

## MESSING SALESMEN WIN SAFE DRIVING CITATIONS

BROOKLYN, N.Y. — An acknowledgment of fine safety records in driving was made April 28, when Morris Messing, general manager of Messing Bakeries, presented awards of U.S. savings bonds and other valuable prizes to driver-salesmen of the company whose safe driving record had been outstanding.

This system of annual awards was inaugurated in 1940, and the aggregate of safe driving for 1951 totaled 243 years for the fleet. The group of men with two to eleven consecutive years without an accident represents approximately half of all the driver-salesmen employed by Messing Bakeries. This year three men, Emanuel Cohen, Joseph Pasternack and Harry Zeisel, qualified as having gone 11 consecutive years without a single accident and three others, Jack Bruckner, Alex Gerstman and Sigmund Kudysch, have gone 10 years. Since much of this driving is in the congested metropolitan area where even accidents due to another's fault count, this is a remarkable record, company executives feel.

## CONVENTION CALENDAR

May 12-14—Heart of America Bakers Convention (the state associations of Arkansas, Kansas, Missouri, Oklahoma and Nebraska). Muehlbach Hotel, Kansas City, Mo. Sec., Larry Felton, 618 W. 26th St., Kansas City, Mo.

June 7-9 — Pennsylvania Bakers Assn., Galen Hall, Wernersville, Pa.; sec., Theo. Staab, 5700 N. Broad St., Philadelphia 41, Pa.

June 7-10—New England Bakers Assn.; Wentworth-by-the-Sea, Portsmouth, N.H.; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

June 8-9—Rocky Mountain Bakers Assn., Albany Hotel, Denver; sec., Fred Linsenmaier, Linsenmaier Bakery Service, Denver, Colo.

June 14-16—Bakers Association of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S. C.; sec., Louise Skillman, Myrtle Apts. No. 4, Charlotte, 3, N. C.

June 15-19—New York State Association of Manufacturing Retail Bakers, Hotel Statler, New York. Sec., Thomas R. McCarthy, 85 Meadowbrook Road, Rochester, N.Y.

June 17—Bakers Club of Chicago golf tournament, Elmhurst Country Club, Elmhurst, Ill.; sec., Louise K. Buell, 112 W. Randolph St., Chicago 1, Ill.

June 22-25—Potomac States Bakers Assn. and Bakers Club of Baltimore; The Cavalier, Virginia Beach, Va.; sec., Emmet Gary, 16 McClellan Place, Baltimore, 1.

# Cereal Chemists Report Amylases Retard Rate of Staling in Bread

By PAUL L. DITTEMORE  
American Baker Editorial Staff

DALLAS, TEXAS—The use of fungal amylase as an anti-staling agent in bread was reported to the American Association of Cereal Chemists during the final session of the 1952 convention, held at Hotel Adolphus, April 21-24.

Dr. S. S. Jackel of the Fleischmann Laboratories, Standard Brands, Inc., New York, reported on a research project that he and others in the Fleischmann organization had conducted, using fungal amylase as an inhibitor of staling in bread.

He said that a consumer test panel in the laboratory agreed that bread containing the enzyme was just as fresh after two to five days as was day-old bread, not containing the agent.

Its action as an inhibitor of bread staling was explained as that of retarding the breakdown of starch in the bread.

Previous research reports on bread staling are in agreement that starch retrogradation is largely responsible for staling. It was stated that the frequently used emulsifiers, polyoxyethylene monostearate and the mono- and di-glycerides, do not reduce the rate of starch retrogradation despite their "softening" effect.

It was estimated that the baking industry of the U.S. produces approximately 17½ billion pounds of bread annually, with a retail value of about \$3.5 billion. Of that amount, it is estimated that retailers return about one quarter million pounds as "stales." Anything that can cut down the percentage of returns or stales means real savings to the bakers and consumers alike.

Dr. H. K. Parker, director of research for Wallace & Tiernan Co., Inc., Newark, N.J., and president of AACC, presided over the convention. The 1953 convention of the associa-

tion will be held at Hotel Statler, Buffalo, N.Y., May 20-24.

A discussion of bread flavors by Dr. John C. Baker, Wallace & Tiernan Co., Inc., research chemist, was the only technical paper at the opening session.

Dr. Baker, in his address, said that if bakers and cereal chemists could devise a bread that would retain its freshness longer, there probably would be an increase in bread consumption. He said that frozen doughs and partly baked breads are an approach to fresher bread and their success is due to "taste appeal."

"Mild as it may be considered, the flavor of bread has a universal appeal to the human appetite," he pointed out. He then went on to detail the part each of the basic ingredients plays in determining the flavor of bread and listed sugar as the most important. He detailed his address with a considerable amount of tabular material and research summaries.

## SBA Convention

(Continued from page 16)

manship of Mrs. R. H. Bennett, Atlanta.

### Golf Winners Named

Prize winners in the annual SBA golf tournaments were as follows:

**First blind bogey:** For bakers, Jake Srochi, Atlanta Baking Co., Atlanta; for allied, Paul S. Carroll, Sylvania Cellophane, Jacksonville, Fla.

**Second blind bogey:** Bakers, S. Fred Brown, H. H. Claussen's Sons, Inc., Augusta, Ga.; allied, A. J. Oberg, King Midas Flour Mills, Minneapolis.

**Closest to pin:** Bakers, Sanford V. Epps, H. H. Claussen's Sons, Inc., Augusta, Ga.; allied, J. E. Mapes, Anheuser-Busch, Inc., New York.

**Farthest from pin:** Bakers, Donald Smith, Smith's Bakery, Mobile, Ala.; allied, R. E. Trippie, Sylvania Cellophane, Atlanta.

**Fewest putts:** Bakers, Thomas Stevens, Home Baking Co., Birmingham, Ala.; allied, Frank Michalak, the Brolite Co., Atlanta.

**Most 5's:** Bakers, Tony Phillips, Krispy-Kreme Corp., Atlanta; allied, Jack Rushin, Jack Rushin-Brooks Pearson, Atlanta.

**Longest drive:** Bakers, Ron Cooper, City Bakery, Tallahassee, Fla.; allied, Jerry Debs, Chicago Metallic Mfg. Co., Chicago.

Chairman of the golf tournament was Frank Michalak, the Brolite Co., Atlanta.

—BREAD IS THE STAFF OF LIFE—

## BISCUIT FIRM TO CLOSE ITS MILWAUKEE PLANT

MILWAUKEE—The Quality Biscuit division in Milwaukee of the United Biscuit Company of America, is to be closed May 29 with manufacturing operations to be carried on by the Sawyer Biscuit division in its new plant in Melrose Park, Ill.

The announcement was made by K. F. MacLellan, president of the United Biscuit Co., who said production will get underway in the new facilities in about a year.

Fred W. Krause, divisional vice president of the company, will be in charge of operations in Wisconsin. Distributing agencies will be maintained in Milwaukee.



Robert C. Becker

**PROMOTED**—C. J. Patterson, president of the C. J. Patterson Co., Kansas City, has announced the appointment of Robert C. Becker as director of purchases for the organization. Mr. Becker has been in product sales for the Patterson company for the past two years and succeeds Wade Glassburn, who is now manager of Mission Bakers, Hutchinson, Kansas. Before joining the Patterson staff, Mr. Becker was associated with the flour sales department of Pillsbury Mills, Inc., in Kansas City, Joseph Coyle continues as purchasing agent.

## C. A. FRANKE ELECTED BY ARKANSAS BAKERS ASSN.

LITTLE ROCK, ARK. — C. A. Franke of Little Rock was elected president of the Arkansas Bakers Assn. at the annual convention of the group held here recently. Also elected were Earl Harris, Rogers, vice president; Arthur Spatz, Little Rock, secretary-treasurer, and Elmer Cochran, Batesville, Tex. Waggoner, Fayetteville, Thomas Carr, Pine Bluff, Robert Miller, El Dorado, and John Rogers, Little Rock, all regional directors.

## SBA Allieds Elect

(Continued from page 16)

tional allied organization. Mr. Bascombe explained the role of the ATBI in industry service.

"The Allied Trades of the Baking Industry is the most unique trade organization in the country," he pointed out. "We are, as far as we have been able to establish, the only association made up of individuals from various lines of business, organized to render special services to a great industry."

The national allied official cited the growth of the ATBI membership to its current level of over 1,600 members. He outlined the benefits of affiliation of local allied groups with the national allied organization, including participation in the new "allied man of the year" awards.

Mr. Bascombe urged the Southern Bakers Allied Assn. to consider the question of affiliation with the national organization in order to cooperate in the national program and to obtain the benefits available to local affiliated groups.

The membership of the SBA allied group voted to direct the officers to consider the question and vote on a decision at the next meeting.

Dr. L. A. Rumsey, head of the School of Baking Science and Management, Florida State University, Tallahassee, reported on the growth and progress of the new curriculum at Florida State. Dr. Rumsey thanked the allied trades group for past cooperation and pointed out the value of such a training school to the baking industry and its allied firms.

The Southern Bakers Allied Assn. voted to continue its financial support of a scholarship at Florida State University. A second contribution of \$400 was voted by the membership toward an FSU scholarship in baking.

Oliver Steele, International Milling Co., Birmingham, reported on the formation of the new Alabama Retail Bakers Assn. and the establishment of a new school of baking at the Alabama Boys Training School. He asked the support and cooperation of both allied trades firms and bakers.



Albert E. Tolley

**PROMOTED** — George L. Morrison, president of the General Baking Co., New York, has announced the appointment of Albert E. Tolley as vice president of the company in charge of plant operations. Mr. Tolley has been active in the baking industry for more than 33 years, joining General Jan. 15, 1951, following executive service with the Ward Baking Co. Mr. Tolley is a past president of the Bakers Club, Inc., New York.

## ENGINEERING FIRM GETS WAREHOUSE FACILITIES

**MINNEAPOLIS** — Completion of new warehouse facilities providing additional floor space for the Fumigation Engineering Corp., has been announced by George M. Niehorster, president of the firm. The new area will be used for mixing of fumigants and rodenticides and for storage space for fumigants and insecticides.

The new warehouse is located at the rear of the present building at 2913 Harriet Ave.

The firm was established in 1893 as a sales and service organization for industrial pest control.

## Bakers' Conference

(Continued from page 13)

try and its compatriots, Mrs. Semrow said, "This is indeed a great story—a dramatic one—and one which we should tell time and time again. I believe we must tell this story since I believe it will lead to a greater appreciation for and a greater awareness of the value of enriched bread and other cereal products," she concluded.

Walter Hopkins, director of the Bakers of America Program, closed the first day's session with a detailed description of the industry's promotional plans for the coming year, with radio as the primary medium.

### Program Accomplishments

"The current period of 1952-53 is the third phase of the Bakers of America Program," Mr. Hopkins said. "In four years the program has accomplished these things for the baking industry:

"It has delivered 494,628,000 strong sales messages on bakery products to the consuming public.

"It has brought you a new tool to increase the appreciation of the bak-

ery department among important retail food groups.

"It has provided a new and effective platform for expanding the allied promotion of bakery foods.

"It is a new stimulant which has produced advertising and merchandising help from other food manufacturers.

"It has awakened increased interest in bakery foods among important magazines and newspaper food editors.

"It has secured unprecedented endorsement from top scientific and medical authorities."

Mr. Hopkins went on to explain how the four activities of advertising, public relations, merchandising and consumer service are paying dividends for the baking industry through the Bakers of America Program.

These factors work hand in hand to accomplish the two basic objectives of the over-all program, Mr. Hopkins pointed out. They are: (1) to increase the consumption and appreciation of commercially baked foods, and (2) to increase the prestige of the industry to the consuming public.

In discussing the advertising phase of the Bakers of America Program in 1952, Mr. Hopkins said that the first consideration was "How can the funds available in 1952 be invested most effectively?"

"We need," Mr. Hopkins said, "the greatest possible consumer impact for all types of bakery products. Two, the greatest possible continuity in approach to the consumer. Three, the best possible coverage of the national market. Four, the best possible tool for the expanding public relations activity which will start in 1952.

"All of these are 'musts.' All of them have to be delivered with as much weight as we can possibly muster, consistent with the size of our budget. All media of advertising have been carefully reviewed against these specifications. Among all media, radio most closely fits the five objectives," Mr. Hopkins said. "The full coverage, timeliness and flexibility of radio will make the bakers' message more effective."

Mr. Hopkins cited figures to show that radio is still growing in the face of television—the use of sets in 42,700,000 families has grown from 79,000,000 sets in 1950 to 105,000,000 in 1952.

The speaker also detailed program plans for "July is picnic month" and told of many allied firms which could be expected to participate in the co-operative advertising.

The final day's session of the convention was divided into individual groups to give retailers, wholesale bakers and house-to-house operators a chance to discuss their problems.

Fred H. Laufenburg of the Wisconsin Bakers Assn. called the group to order for the first morning session of the convention, introducing the session chairman, T. E. McCully, Carpenter Baking Co., Milwaukee.

Joseph Creed of the legal depart-

### AIB's SCHOOL OF BAKING ON TELEVISION

During the Lake Michigan States Bakers Conference, early risers gathered in the Bakers Club of Chicago and hotel room television sets to see the American Institute School of Baking on television. In two parts, during the Dave Garroway show, "Today," the TV audience was taken on a tour of the bread and cake shops.

### BAKERS CLUB OF CHICAGO HAS HOSPITALITY BAR

**CHICAGO**—The Bakers Club of Chicago assumed the responsibility of making all members of the baking industry feel at home during their visit to Chicago to attend the Lake Michigan States Bakers Conference last month. To do this, the officers, directors, committeemen and staff of the club set up a hospitality bar and held open house during the three days most of those attending the convention were in town. A wide variety of bakery foods was provided by bakers in the Chicagoland area. Many types of bread, cake, cookies, doughnuts, sweet rolls, pies and pastries were served. It was estimated that nearly 1,500 cups of coffee were served during the convention. Items other than bakery foods were supplied by allied firms.

ment of the American Bakers Assn. discussed the new OPS bakery price order, detailing proper actions by bakers to complete the required reports under CPR 135. He spoke of an OPS "trade guide" which explains this price regulation in an informal style.

### House-to-House Session

House-to-house bakers discussed many problems during their afternoon session April 22, listed under the headings of production, sales and supervision.

Moderator of the group was Maurice B. Clark, Colonial Baking Co., Inc., Grand Rapids, Mich. On the production panel were William C. Diedrich, Home Service Bakeries, Inc., Grand Rapids, Mich., and Walter H. Kurth, the Pastry Shop, Bloomington, Ill. Charles Stewart, Stewart's Bakery, Bremen, Ind., who was scheduled for the panel, could not be present.

On the sales panel were: Haines McKibbin, Honey Crust Bakery, Inc., Goshen, Ind.; W. Robert Atwood, Omar, Inc., Milwaukee, and George Miller, Dairy Bakeries, Detroit.

Production problems were almost totally ignored in the afternoon of discussion, and all present, around 20 persons, joined in informal participation in the exchange of ideas. One baker said, however, that he recently had become more cautious of his glazed doughnuts, and now is weighing his production more carefully. There is too much variation from day to day, he said, in the amount of ingredients going into a dozen doughnuts, particularly the fried variety.

One surprising development to several bakers present came to light. A few house-to-house bakers said they were carrying cake premixes on their trucks. They said they had been able to include these mixes among their products without detriment to their sweet goods sales.

There was considerable discussion of the problem of carrying allied goods along with regular bakery goods on routes. Some bakers were opposed to carrying any such products, but others claimed that if the housewife could not obtain such products as ice cream, coffee and potato chips from the baker, she would get them elsewhere. Some bakers said that the sale of allied products tended to cut into sales of regular goods.

Mr. Miller urged that route salesmen be made to see the importance of solicitation. He said that if a driver called on four new accounts weekly, many problems faced by this

segment of the baking industry would be dissolved. He said the addition of new accounts made possible the elimination of poor accounts, more efficient use of the driver's time, and could largely eliminate the sales problem. Everyone present agreed that there should be a pattern of solicitation.

The age of route drivers drew attention. Several who attended the session admitted their employee turnover rate was high, and called partly responsible the practice of hiring drivers 20-25 years of age. Charles B. Coleman, Honey Crust Baking Co., Inc., Goshen, Ind., maintained that many of his employee problems were solved when he hired older men, probably 35-45 years of age. He said such men were willing to work harder, were better able to build a route, and that truck damage was lessened.

It became evident during the afternoon that the average number of stops for a country route should be around 200, and for a city route 250-275.

Bakers agreed that supervisors should be on the management level, but that they should be close to their men. The incentive method for getting supervisors to produce was recommended.

Other topics to draw attention were the credit obligation of salesmen and cost of truck operations. It was agreed that the credit obligation sometimes frightens away good men, and that every step should be taken to curtail the expense of trucking operations.

Other bakers attending the session included: Mary Boyer, Sanitary Bakery, Minonk, Ill.; R. S. Lauritsen, Omar, Inc., Indianapolis, Ind.; E. H. Goldsmith, Peter Wheat Bakers, Joliet, Ill.; E. A. Christoffel, Omar, Inc., Indianapolis, Ind.; William R. Hanna, Dairy Bakeries, Detroit; Roy Stewart, Stewart's Bakery, Decatur, Ind., as well as J. F. Schallert, secretary of the Michigan Bakers Assn., Detroit.

### Wholesale Session

John Schallert, secretary of the Michigan Bakers Assn., called the wholesale session to order the afternoon of April 22 to introduce a panel on production problems, moderated by Richard Gudgel, Awrey's Bakery, Detroit.

Panel members were: Louis Lucka, Purity Baking Co., Champaign, Ill.; Louis Gartner, Gardner Baking Co., Madison, Wis.; Lloyd Fay, Cobb's Sunlit Bakery, Green Bay, Wis.; Fred Stella, Jr., Stella Baking Co., Danville, Ill., and Gordon Bethards, the Dupont Co.

Harold West, West Baking Co., Indianapolis, Ind., opened the session with a question from the floor on the required longer mixing time for this year's flour, suggesting a discussion on what bakers might do to cut mixing time. Mr. Stella undertook the answer to the question, referring to the possible holding out of salt in the formula, but reported enthusiastically on the use of fungal amylase to solve this problem.

"The product works very well," Mr. Stella said, "cutting mixing time for our shop from 14 to 10 minutes.

"The dough looks undermixed but is developed by the time it hits the head rolls," Mr. Stella said. "I saw no effect on flavor but there is a thinner cell wall."

Mr. Fay continued the discussion of the problem—he also said that fungal amylase was a fine product in his opinion and said that the gradual increase in mixing time over the past five years with no change in



dough schedules has resulted in a sacrifice of dough development in order to meet these schedules. He said that the thinner cell walls in the finished product were a natural result of better development of the dough. He also said that improper development makes for inaccurate scaling, and approved the use of fungal amylase in order to get good scaling through complete development."

A spirited discussion from the audience followed, based on the general

question: "Are we sure the housewife likes the bread we make?" Mr. Stella again returned to the rostrum with a deploring of the fact that the softness is so often associated with freshness. Mr. Garttner said that in his opinion one of the major reasons for the decline in per capita consumption of flour in baked products has come from the increased production bakers get from 100 lb. flour.

"Some years ago it was good to get 140 to 145 lb. loaves of bread from 100 lb. flour," Mr. Garttner said. "Now because other ingredients have been added, 160 loaves can be had from 100 lb. flour." Mr. Garttner also voiced his opinion that wrapping and slicing have both had their effect on flavor and smell. Mr. Fay bore out Mr. Garttner's testimony by saying that during the war when slicing of a particular loaf was forbidden by the War Food Order, he had many reports that the quality and flavor as well as smell of the loaf had been improved by this action. Following a report on the labor relations involved in the 5-day week by Arthur K. Jordan, president of the Jordan Baking Co., Tacoma, Wash., a discussion of the increasing of bread sales was handled by E. J. Sperry of Sperry's Personal Opinion in Chicago and Lloyd R. Wolfe, Lloyd R. Wolfe & Associates, managing director of Mr. Sperry's School of Bread Sales Management.

Mr. Sperry urged modern standards of thinking in the baking industry, and spent considerable time talking about the threat that stale returns are assuming to the baking industry's profit picture. An average stale return of 3% in 1950 jumped to 3.8% in 1951, Mr. Sperry said. This 8 of 1% involves 320,000 stale loaves a day or 100,000,000 stale loaves yearly. This amounts to \$14,263 in ingredient costs alone, Mr. Sperry said. "The stales of American bakers would feed the 2,000,000 population of Philadelphia, Kansas or Iowa for one year—it equals 40¢ for every man, woman and child in the country," Mr. Sperry said in deploring the situation.

Professional radio announcers from the School of Bread Sales Management concluded the afternoon session with a discussion of the desirability of weeding out inefficient and uncooperative route salesmen. Another report urged proper customer control via complete sales tickets and daily sales records which may be compared with previous weeks, quarters and years to give a clear picture of route efficiency.

"Education and training is your last frontier and also your new horizon," Mr. Sperry told the wholesalers. "There is no problem in the baking industry that cannot be solved by education and training."

#### Retail Session

While wholesaler and house-to-house segments of the Lake Michigan group went their separate ways the afternoon of April 22, the retailers gathered to hear a discussion on merchandising, yeast raised sweet goods, low temperature freezing and a review of the OPS pricing order as it affects the retailer specifically.

The first panel, on yeast raised sweet goods-specialty items, was made up of William Kent, Anheuser-Busch, Inc.; Ray Gohde, Red Star Yeast & Products Co., and Charles Riley, Brolite Co., Chicago. Mr. Kent opened the discussion with a display and a discussion on sweet goods which had been baked three days previously and frozen at 8° above zero.

Mr. Gohde warned against sticki-



She depends on  
her P/K  
Apron Bag

She gets a gift from you when you pack your product in Percy Kent apron bags. These chic aprons are fashioned from beautiful, up-to-date prints... and the aprons are ready made... ready-to-wear. A package and premium all in one. No wonder the women all go for Percy Kent apron bags.



Always Something New

**PERCY KENT BAG COMPANY, INC.**  
KANSAS CITY • BUFFALO • NEW YORK

(patent no. 2,581,473)

## ROBINSON QUALITY FACTS

Our natural wheat supply territory in northwestern Kansas grows the best baking hard winter wheats in the world.

We get virgin, country-run wheat from this territory directly from our own country elevators and we can buy freely also in our Salina market which draws from this area.

This background of choice baking quality is readily apparent in the excellence of Robinson flours in the bakery.

**The  
ROBINSON  
Milling Co.**

**SALINA, KANSAS**  
MILLING CAPACITY 2,700 CWTs.  
GRAIN STORAGE 1,350,000 BUS.

## DIXIE LILY

Plain and Self-Rising

A Flour Without Equal  
Anywhere

**BUHLER  
MILL & ELEVATOR CO.**

- Mill & Gen. Offices, Buhler, Kansas
- Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

## HIGH GLUTEN FLOURS For Bakers

**The Morrison Milling Co.**  
Denton, Texas  
Emphatically Independent

**A SUCCESSFUL DONUT  
BUSINESS CALLS FOR THE  
FINEST EQUIPMENT AND MIX**

**DOUGHNUT CORP. OF AMERICA**  
393 Seventh Avenue New York 1, N. Y.

## SPRING WHEAT FLOURS

## RED WING SPECIAL BIXOTA

## CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

## THE RED WING MILLING CO.

RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.  
Flour Tested and Baked in Our Own Laboratory.

"ROCK RIVER" RYE

"OLD TIMES" BUCKWHEAT

## "BLODGETT'S" RYE

All Grades—From Darkest Dark to the Whitest White  
—Specially Milled by the Blodgett Family—Since 1848

**FRANK H. BLODGETT, Inc., Janesville, Wisconsin**

## The Williams Bros. Co.

Merchant Millers KENT, OHIO, U. S. A.

Specialists Ohio Winter Wheat Flour  
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

## Lyon & Greenleaf Co., Inc.

MILLERS OF

High Grade Soft Winter Wheat Flour  
Plain and Selfrising

LIGONIER, IND.

NORFOLK, VA.

ness in sweet goods and their icing which tends to hurt sales despite taste appeal. Eye appeal is imperative, Mr. Gohde said. Mr. Riley, like Mr. Kent, distributed formulas for yeast raised sweet goods. He touched on several formulas and gave valuable tips, concluding that "fillings and icings are often more important than the coffee cake itself."

Following the panel on specialties, Lloyd Miller, Procter & Gamble, devoting his portion of the program to quality icings, distributed icing formulas.

"Icing provides eye appeal, flavor, eating qualities, food value, moisture, freshness and variety," Mr. Miller said.

During the merchandising phase of the afternoon session, Charles Wilkin, Mrs. Kornreich Klein's Bakery, Milwaukee, Wis., told how his firm is selling Christmas cookies all year around by direct mail, using three national magazines and metropolitan newspapers to advertise the item, which is baked in small batches using the finest of ingredients.

Each cookie is wrapped in cellophane, and Mr. Wilkin reported that the business was a "terrific success." A 2 lb. 4 oz. box of cookies sells for \$4.95, including postage. John S. Clark, Roselyn Bakery, Inc., Indianapolis, Ind., said that a nice looking store used to be enough to insure a baker profit, but today advertising is necessary also. Mr. Clark pointed out that 65% of pastries are made at home, and urged retail activity to lower this percentage.

"Retailers are spending less than .3 of 1% for advertising, Mr. Clark said. "Prepared mix advertising is hurting the retailer. Newspapers, TV and direct mail are successful in that order."

## WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

### MACHINERY FOR SALE

**FOR SALE — ONE SHAW PORTABLE**, electric hoist, 250 lb. capacity, 60 cycle, 115 volt AC. Never used. Price \$175. Tracy Baking Co., Inc., Norwich, N. Y.

**FOR SALE — TWO TEN-SHELF REEL** Ovens, one still standing, the other in storage. Replaced by larger oven. Sandusky Baking Co., 1228 W. Osborne St., Sandusky, Ohio.

**ANNOUNCING HOME STUDY COURSE** in commercial baking. Practical basic training. Good field for those with aptitude. Nearly depression proof. Send for Free booklet, "Opportunities in the Baking Industry." National Baking School, 835 Diversey Parkway, Dept. 3202, Chicago 14, Ill.

### CELLOPHANE BAGS

We manufacture: plain or printed. Guaranteed quality. Quick delivery. Samples and prices sent upon request. Excelsior Transparent Bag Mfg. Co., 4061 White Plains Ave., Bronx, N. Y. Phone: Olinville 4-5909.

The last member of the merchandising panel, Bob Awrey, Awrey's Bakeries, Inc., Detroit, cited World War II as a cause for an inferior brand of sales personnel. Girls follow the lead of good managers, he reported, and admitted that the selection of material available depends on the economy of the times. The best crop occurs during the depressions, he said, but pointed out that training in suggestive selling, handling complaints courteously and so forth would pay dividends.

The final session, on low temperature freezing, featured Otto Lindstrom, Lindstrom's Bakeries, Racine, Wis.; Gerald Belzen, Community Bakery, Grand Rapids, Mich., and E. R. Tietze, B. & Z. Pastry Shops, Springfield, Ill.

Mr. Lindstrom championed the deep freeze if used correctly. "It depends on satisfactory use of the equipment," Mr. Lindstrom said, suggesting a heavier bake during the week for the week end rush, emphasizing quality and freshness in order to combat wholesalers. Baking on Monday for Saturday use provides a "super variety" when the traffic is heaviest, he said.

Mr. Belzen pointed out that salesgirls and customers have to be educated to freezers. He has plans to sell frozen pies for "hotter taste appeal." The products will be warmed in the housewife's oven just before meal time. Freezers will not freshen old baked goods, he emphasized. Baked goods should go into the freezer as soon as they are cooled from the oven.

Mr. Tietze said that 75% of his sweet goods sales are frozen baked. Stales were slashed and profits raised after the purchase of a freezer, and he pointed out that his help liked the freezers as an aid to normal working hours. He pointed out that the bakers' customers had started the idea of using freezers in the bakery by referring to the value of their home freezers. Two other experts in bakery products freezing, Robert M. Woods, Woods Bakeries, Evanston, Ill., and Herman Dressel, Dressel Bakeries, Chicago, in attendance at the session, agreed the baker should go slowly with the use of freezers and "not expect miracles."

## Texas Convention

(Continued from page 12)

"apparently expected to be a genius." He urged bakery operators to rate their production man the same as their sales manager, and not to pamper the sales department.

"The more your bakery becomes automatic or push-button," he emphasized, "the more important becomes your production manager."

John C. Koetting, Fehr Baking Co., Houston, declared that the production man is more a part of management now than ever before, and he must be made to feel that he is an important part of the organization. He must have three important qualifications, Mr. Fehr said: A general desire to make always uniform products and the best in the markets where you operate; he must have a realization that the products he produces have no value until they are sold; he must have the realization that he can't do the job alone.

The movie, "The Mark of 'C,'" was presented by Anheuser-Busch, Inc., in the hotel, and the film, "Land of Everyday Miracles," was shown at the Aztec Theater, April 24-30, through arrangements by Standard Brands

Inc. Open house was held at seven San Antonio bakeries for visiting bakers: Fehr Baking Co., Richter's Bakery, Mrs. Bohnet's Bakery, Peter Pan Bakery, Martin's Bakery, New York Bakery and Standard Baking Co.

The Allied Trades Assn. of the TBA held its breakfast meeting and election of officers. The entire group, officers and directors serving during the past year, was re-elected: Tom Vannerson, Arrow Mills, Inc., Houston, president; E. M. Deck, Mrs. Tucker's Foods, Inc., Sherman, vice president; Arthur Troilo, Anheuser-Busch, Inc., San Antonio, secretary; Jack Donovan, Donovan Uniform Co., Dallas, treasurer.

Entertainment for visiting ladies was in the hands of the Bakerettes, women's auxiliary of the TBA, headed by Mrs. Neill DeLaney. A tea was given by the group on Sunday afternoon for their registration, and all attended the president's reception that evening in the mezzanine ballroom, which was under the chairmanship of William Fennell, Standard Brands Inc., San Antonio. The Bakerettes also staged a luncheon and style show.

Vernon Willoughby, Mrs. Bohnet's Bakery, San Antonio, was general convention chairman, and Bill Finney, Finney's Bakery, McKinney, was program chairman.

## BAKING HELPS

from The American Baker's  
Reader Service Department

### Baking Publications:

#### EXHIBITION GOODS

By L. O. Smith

Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for. **\$4.50**

#### PIE MARCHES ON

By Monroe Boston Strause

Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some. **\$5.00**

#### SELLING SENSE FOR THE ROUTE SALESMAN

By Fred DeArmond

A new publication written especially for the route salesman and managers interested in this method of distribution. **\$3.50**

#### DUTIES OF A BREAD SALES SUPERVISOR

By E. J. Sperry

A valuable textbook for bread sales supervisors, managers and owners. Sections on interviewing prospective salesmen, record keeping, advertising.

Initial copies \$20.00; additional copies \$4.41

#### ADVANCED PIPING AND CAKE DESIGN

By "Nirvana"

Designed for the baker who wishes to expand his creative designing and master a classic technique, this 135-page illustrated volume contains chapters on lettering and design. **\$4.50**

#### SWISS BAKERY AND CONFECTIONERY

By Walter Bachman

The English translation of a Swiss book of formulas for making all kinds of "Continental" cakes and pastries. Covers every stage from raw materials to the finished article. **\$9.00**

#### THE COMPLETE PATISSIER

By E. J. Kollist

Another volume dealing with European pastry delicacies, this work contains almost 1,500 formulas, with sections on yeast cakes, meringues, and pastries in addition to confectionery. **\$10.00**

### Service Publications of The American Baker:

#### THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its third printing. An invaluable aid in solving production problems almost as rapidly as they occur. **\$1.00**

#### THE BAKESHOP FORMULA BOOK—CAKES AND PASTRIES

Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his product's quality. **\$1.00**

## ORDER FROM

Reader Service Department  
The American Baker  
118 South Sixth Street  
Minneapolis 2, Minnesota





**I**N FLOUR, it is the wheat that makes the big difference . . . the difference between just flour and top notch baking quality. That's why we are so careful of the wheat we buy. That's why we own more than enough elevator storage space to carry a whole year's run of wheat for our mills. That's why you will know the difference when you **BUY AMERICAN!**

Flour Capacity  
4,000 Sacks

Grain Storage  
5,000,000 Bu.

**American Flours, Inc.**

G. M. ROSS, President

FLEMING ROSS, Vice-President

PAUL ROSS, Secretary

T. G. McDONALD, Sales

E. W. KIDDER, Sales

**NEWTON, KANSAS**

# DOWN THRU THE YEARS...

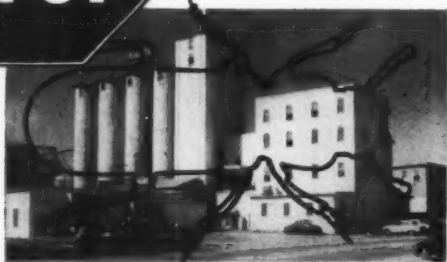
## for 3 generations...

For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

**"Golden Loaf" FLOUR**  
TENNANT & HOYT COMPANY  
LAKE CITY, MINNESOTA



**INFESTATION and high fragment count  
...SAVE the cost of general fumigations**



**Start now!** Prepare for higher Food and Drug Administration standards. Don't risk seizure of your grain or finished goods. Protect your profits the safe, sure Douglas way. For more information, write:

**Use these safe, sure Douglas products and KILL BUGS the safe way**



**Fireproof spot fumigant** forms heavy gases that penetrate hard-to-reach areas killing all stages of insect life. Does not clot mill stock. Leaves no odor, taste, or stain . . . does not affect milling or baking characteristics . . . won't rot silks. Approved by Underwriters' Laboratories and Mill Mutual Fire Prevention Bureau.



**Safe residual insecticide** kills bugs for weeks, yet is non-toxic to humans. Can be used directly on grain or flour with safety. Ready-to-use, 100% active. Leaves no odor, taste, or stain . . . approved by Mill Mutual Fire Prevention Bureau.



**For bulk storage** forms heavy, penetrating gases that kill all insect life in bulk-stored grain. Excellent grain conditioner—cools grain, removes musty and sour odors, lowers moisture content. Can't burn or explode . . . leaves no odor, taste, or stain . . . harmless to germination and milling and baking qualities. Approved by Underwriters' Laboratories and Mill Mutual Fire Prevention Bureau.

**Douglas**  
CHEMICAL and SUPPLY CO. Inc.  
620 E. 16TH AVE. • NO. KANSAS CITY 16, MO.

BRANCH WAREHOUSES: Portland • Cincinnati • Spokane • Minneapolis • Augusta • Corpus Christi

## DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 76 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. In order to produce whole milk bread, 6 lb. milk solids (nonfat) and 3 lb. butter may be used for each 100 lb. flour.

2. Instead of using 3% cornstarch in powdered sugar, some manufacturers will use 1% tri-calcium phosphate to prevent lumping or caking.

3. When a bread dough is somewhat overmixed, using the sponge dough process, it should be taken to the divider at once in order to obtain the best results.

4. Beet sugar is not suitable for canning purposes.

5. When replacing 4 lb. sugar with honey, in order to obtain about the same sweetening, it is necessary to use 5 lb. honey.

6. Cakes may mold readily because of some of the ingredients being used in them containing mold spores.

7. When making pie filling, the addition of a small amount of citric acid will improve the flavor of canned peaches which are quite flat in flavor.

8. Some baking powders manufactured contain more starch than others.

9. If a baker's refrigerator for retarded doughs does not have enough humidity, increasing the moisture content in the dough will prevent crusting.

10. The sinking in the center of streusel coffee cakes, after baking, can be overcome by turning them upside down on the cooling racks when they are removed from the oven.

11. Oleo oil is used extensively in the manufacture of oleomargarine.

12. Bread should be cooled for three hours or more before it is sliced or wrapped.

13. When a recipe calls for corn syrup, glucose can be used instead and the results would be identical.

14. Using egg whites in making

hard rolls has no effect on the crust.

15. To decrease spread in short paste cookies, granulated sugar should be used instead of powdered sugar.

16. It is not necessary to place angel food cakes in the oven immediately after the batter has been placed in the pans.

17. A cool oven will cause a heavy skin to blow up on the top of sponge cake sheets during baking.

18. The average loaf of white bread will contain about 32% moisture, 12 hours after baking.

19. "Apple flakes" are generally used with sliced apples in making pies to absorb the moisture which drains from the apples during baking.

20. Loaf cakes often have a ragged, irregular crack on top. This trouble cannot be eliminated.

## GRIST & GRINS



Accompanied by a driver, an American major in a motor vehicle was stopped by the sentry on guard at a cross-roads.

"Who goes there?"

"One American major, a one-ton truck of fertilizer and one buck private."

They were allowed to proceed, but at every cross-road they went through the same procedure.

After a time the driver asked if they would likely be stopped again.

"I guess so," replied the major.

"Well, major," said the private, "the next time we are stopped would you mind giving me priority over the fertilizer?"



Laden with luggage, the husband stared miserably down the platform, toward the departing train.

"If you hadn't taken so long getting ready," he grumbled to his wife, "we would have caught it."

"Yes," responded the spouse, "and if you hadn't hurried me so, we would not have so long to wait for the next one!"



Two snowy-haired old ladies, jouncing along in an antiquated automobile, made an illegal turn on the town's main street. The traffic cop had to blow his whistle vigorously and repeatedly before they came to a stop. "Didn't you hear my whistle, lady?" he asked.

Wide-eyed and innocent the little lady looked at him. "Yes, indeed," she said, "but I never flirt while driving."

With a grin, the amazed cop waved them on.

## WINTON C. WOODS HEADS BUFFALO ALLIED TRADES

**BUFFALO**—The Allied Trades of the Baking Industry of Buffalo has elected officers for the current year and set up an ambitious program of activities for the benefit of both allied men and members of the baking industry.

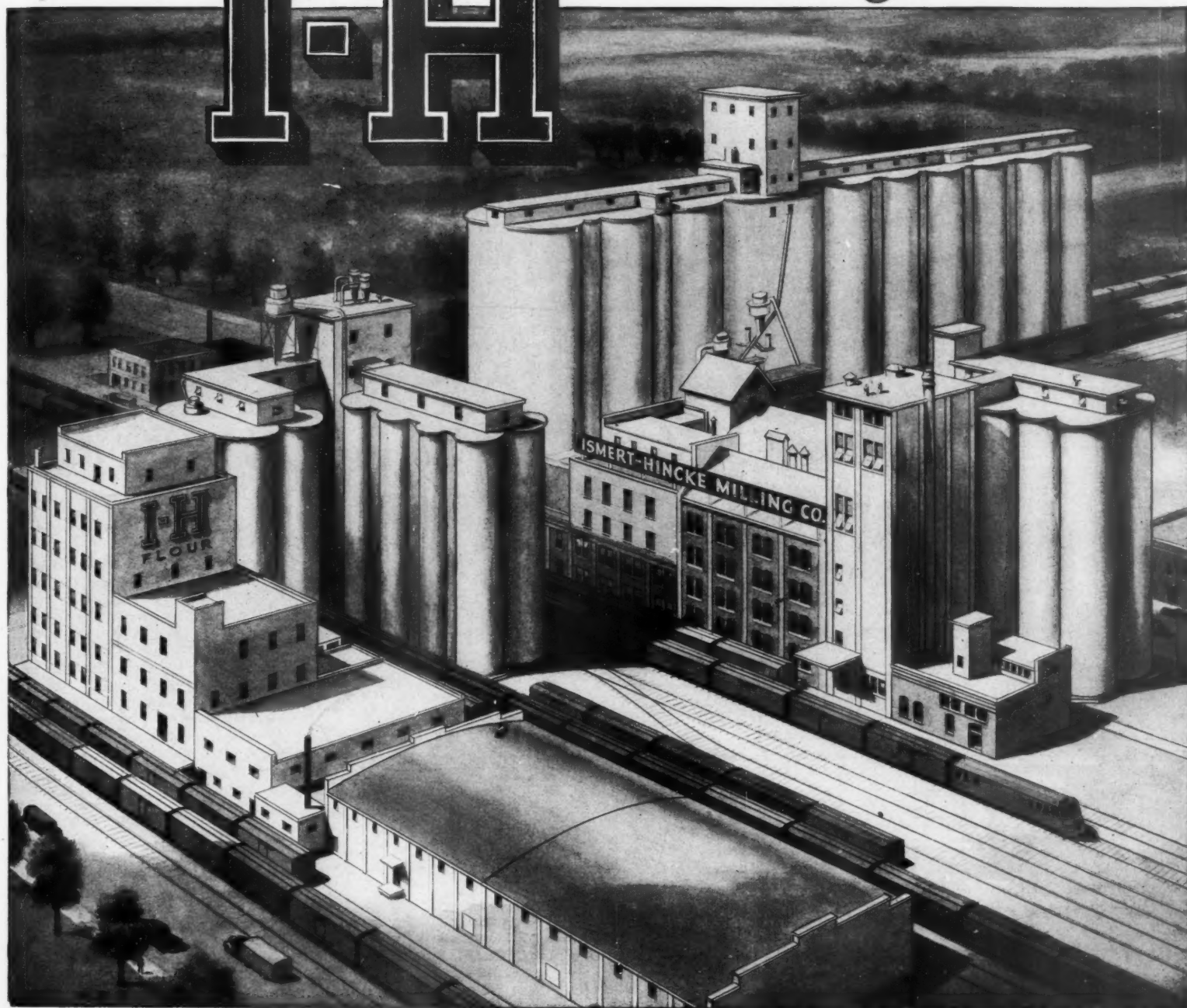
New officers are Winton C. Woods, Procter & Gamble, president; Ed Milson, Pillsbury Mills, Inc., vice president; George Gesegnet, Jr., Gesegnet Flour Co., secretary, and Margaret J. Barry, Barry Food Products, treasurer.

The following were elected to the board of directors: James Barry, Barry Food Products; William Wright, Henry & Henry; Alvin Neidermayer, H. & N. Bakers Supply, and Russell G. Klass of Russell G. Klass.

Tentative plans for the current year include: golf meeting, June 6, breakfast for Buffalo bakers at the annual convention of the New York State Bakers Assn. in New York City and Bakers' Exhibit and Forum for all Buffalo area bakers Sept. 26.



If it's **I-H** milled - it's "good" Flour!



MILLS AT TOPEKA, KANSAS—8,000 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



FOR unfailing quality, for unsurpassed value, have you discovered I-H flours? Here is superior baking character built on the sound foundation of better wheat and better milling. Next time you buy, try the smooth baking qualities of I-H flours. You'll be convinced.

THE ISMERT-HINCKE MILLING COMPANY  
1570 W. 29th Street KANSAS CITY, MO. L. D. 243 L. D. 27



# Mr. Baker-



are all tailor-made to your specifications

It's your measurement that determines the form the SAPPHIRE, JUDITH, GOLD CROSS or DAKOTANA flour we tailor for you. will take. You can specify a quality hard wheat flour with a protein from a low range to as high as 15 protein. You may, also, specify ash as low as .38 to as high as .48.

Every order for flour is tailored to the specifications of the individual bakery that is to use it. The most modern laboratory control applied to the skillful milling of the finest hard wheat in the Northwest produces this made-to-order bakers' flour that is famous from one end of the country to the other.

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## ANSWERS

TO "DO YOU KNOW?"

Questions on page 74

1. **True.** This combination may be used to replace liquid whole milk.

2. **True.** Sometimes a combination of starch and tri-calcium phosphate is used.

3. **False.** Best results will be obtained by allowing the dough to recover for some time before going to the divider. The length of time necessary will depend upon various factors such as the type of flour used, the length of time the dough was over-mixed and others.

4. **False.** While it is true that many housewives make this statement, the statement itself is false. There is no difference between beet and cane sugar when they are properly made.

5. **True.** Honey is usually figured about 80% as sweet as sugar. Therefore, about 25% more honey than sugar would have to be used.

6. **False.** Mold spores are killed during the baking process. The cakes, however, may become infected after being removed from the oven.

7. **True.** Some bakers in order to improve both color and flavor will use one No. 10 can of apricots to two or three No. 10 cans of peaches. When this is done, the apricots should be broken up by forcing them through a screen or sieve.

8. **True.** Baking powder is composed of soda bi-carbonate, acid or acids and starch. Because the acids used in baking powder have varying strengths, variation in the starch content is necessary.

9. **False.** The products would still crust in the refrigerator. If the doughs contain the proper amount of moisture, increasing it would make them harder to handle.

10. **True.** This is a good procedure to use when this difficulty is encountered.

11. **True.** It is used extensively because of its butterlike flavor and yellow color. Oleo oil is pressed from beef fat. Biscuit and cracker bakers use large quantities of oleo oil for the above reasons.

12. **False.** This would depend upon

the cooling conditions in the shop and the size of the loaves. For instance, where a controlled vacuum cooling system is used, the bread would be cooled within a short period of time. The inside of the loaves should not be above 90° F. when going to the slicing and wrapping machines.

13. **True.** The terms, glucose and corn syrup, refer to the same ingredients unless otherwise stated. The terms are interchangeable.

14. **False.** When the proper formula and procedures are used, it will be found that if from 10-15% of the water is replaced by egg whites, the crust will be quite a bit more brittle.

15. **False.** Powdered sugar will produce less spread than granulated sugar. If the formula calls for powdered sugar and less spread is desired, the use of a stronger flour will decrease spread. A decrease in the shortening content will also help.

16. **True.** Some bakers purposely leave their angel food cakes out of the oven for 20 or 30 minutes to help decrease the possibility of hollow spots on the sides or bottom of the cakes. We have left them stand around for over two hours before baking without any apparent ill effects.

17. **False.** An extremely hot oven may cause this to happen. It may also be due to too much top heat or flash heat in the oven.

18. **False.** The average loaf of white bread will contain about 36% moisture 12 hours after baking. According to the U.S. government regulations, it must not contain over 38% moisture.

19. **True.** "Apple flakes" is a mixture made of dried apples. This mixture has the ability to absorb a high percentage of moisture. It also helps decrease the boiling out of the juice during the baking of the pies.

20. **False.** A nice smooth crack on the top of loaf cakes can be produced by dipping a dough scraper in oil, melted butter or shortening and pushing it down in the center of the dough in the pans before cakes are placed in the oven.

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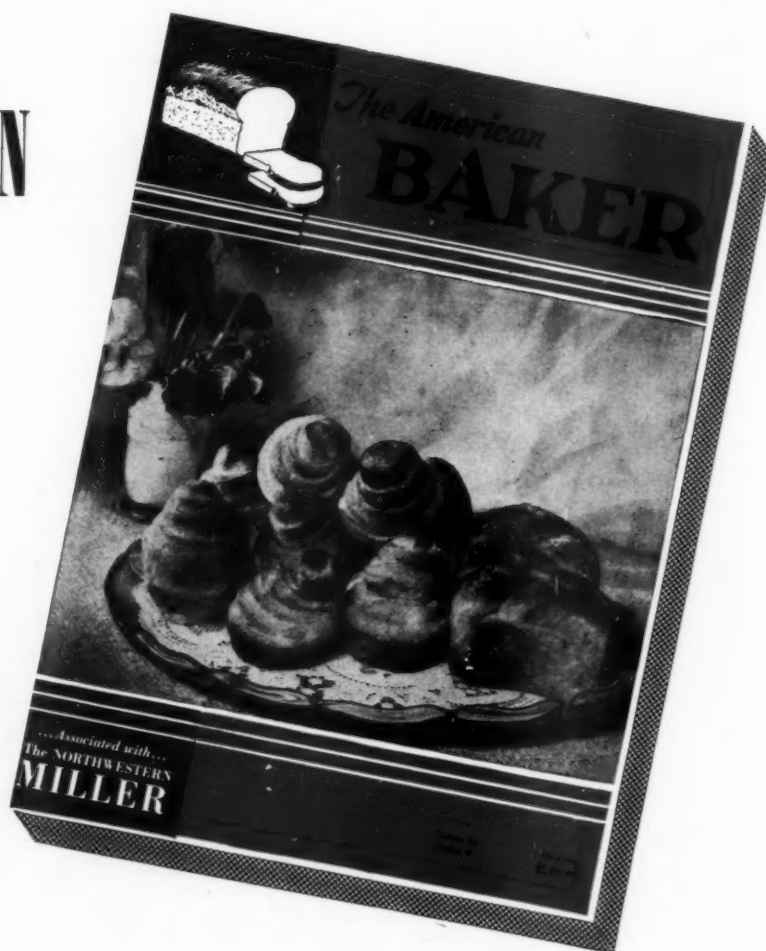
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**A**N important function of safety education is the development of safety-mindedness, or a constant consciousness of accident prevention, in every worker.

Workers will reflect the behavior and attitude of their foremen. It has been established that a careless employee can get hurt on the best of equipment and that a careful employee can work safely under adverse conditions.

Foremen must therefore develop a proper attitude among their men in addition to maintaining a comprehensive safety program. They can encourage a safe employee attitude in the following manner:

1. Show a personal interest in the safety of each man.
2. Stress safety when interviewing and breaking in new men.
3. Indicate hazards in all new methods and jobs.
4. Delegate men to perform specific accident prevention duties.
5. Encourage the wearing of protective equipment.
6. Post safety messages that apply to local problems.
7. Reinstruct men who have developed unsafe working habits.
8. Issue written orders and safe operating standards.
9. Warn violators of safe practices rules and explain that discipline is necessary for their own protection.
10. Invite and apply suggestions from the men.

It is equally important to avoid those things that may discourage employee co-operation with the safety program.

The following conditions can result in an unsafe attitude:

1. Failure of the supervisor to set a good example.
2. Improper or vague instruction.
3. Poor discipline.
4. Delays caused by poor planning.
5. Inattention to complaints and grievances.
6. Lack of physical safeguards.
7. Poor arrangements and lax housekeeping.
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